

## News Release

November 1, 2007

### **Avanade Nordic operation expands with acquisition of HOB Business Solutions** ~ consolidates position as a leading Microsoft business solutions company ~

Avanade, a global IT consultancy specialising in solutions based on the Microsoft® platform, announced today that it has acquired Denmark-headquartered HOB Business Solutions, a leader in implementing Microsoft Dynamics™ AX.

The acquisition enables Avanade to continue to address the growing demand in the Nordics for flexible, integrated, next-generation ERP systems, and further strengthens the company's position as a global leader in implementing business solutions based on Microsoft Dynamics.

The acquisition, effective immediately, doubles the size of Avanade's Danish operation and all of HOB's staff who focus on Microsoft Dynamics AX will be retained within the business. HOB CEOs, Hasse Bergman and Jesper Outze, will assume responsibilities for helping to grow the Avanade Dynamics AX business.

"HOB is a thriving business in Denmark and its culture, approach to customer service and deep skill set is absolutely in synch with ours, making the businesses a natural fit," said Anne-Cecilie Fagerlie, General Manager of Avanade's Nordic region. "The integration of experienced HOB consultants

into our organisation will continue to expand the skills we offer and accelerate our ability to address larger and more challenging ERP engagements in the Nordics. Customers will also benefit from access to a broader range of services and consultancy skills. It's a very exciting time."

Avanade is a global leader for Microsoft Dynamics solutions and this acquisition further elevates its position as a leading Dynamics AX solutions company. Like Avanade, HOB has a proven approach of working with its customers to design and deploy Dynamics AX ERP systems that meet their unique business needs across a wide variety of industries. Examples include Sterling, the leading Scandinavian low-cost airline, and Fresenius Medical Care.

"We're very proud of the business we've built over the past few years. We really are at the heart of Dynamics AX development," said Hasse Bergman, CEO of HOB Business Solutions. "It's great to have such a significant role to play in strengthening Avanade's Nordic operations and market strategy."

### **About Avanade**

Avanade is a global IT consultancy dedicated to using the Microsoft platform to help enterprises achieve profitable growth. Through proven solutions that extend Microsoft technologies, Avanade helps enterprises increase revenue, reduce costs and reinvest in innovation to gain competitive advantage. Avanade consultants deliver value according to each customer's requirements, timeline and budget by combining insight, innovation and the talent of a global workforce. Founded in 2000 by Accenture and Microsoft Corporation, Avanade has more than 7,200 professionals serving customers in 22 countries worldwide.

Additional information can be found at <http://www.avanade.com>

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