

# News Release

For Immediate Release

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## CONCURRENCE CONSULTANT MATT SIMS AWARDED “MICROSOFT CERTIFIED MASTER”

*Graduate of elite training program in Redmond, WA*

**BROOKFIELD, WI, December 15, 2011** – [Concurrence](#) employee [Matt Sims](#) has joined a highly select group of fewer than 20 individuals in the U.S. outside Microsoft to earn the designation “**Microsoft Certified Master**” (MCM) in Microsoft’s Lync Server 2010 technology. Matt qualified for the elite training this November based on previous certifications and extensive experience implementing communications-server solutions at an enterprise level for clients of Brookfield-based Concurrence.

Matt Sims is the only Wisconsin-based professional who has attained the MCM [Lync Server](#) certification.

Microsoft created the [MCM training program](#) and certification to recognize its most deeply experienced employees and third-party partners. Microsoft materials describe the elite program:

*To develop these programs, [Microsoft director of advanced training Per Farny’s] team analyzed customer needs, assessed job roles within IT and sought feedback from key external partners, as well as from product groups and top consultants at Microsoft. “We asked those who design, build and troubleshoot the most complex solutions every day, ‘Hey, if you’re going to be a master, what do you need to know and what should the curriculum look like?’ What we came up with was a program that delivers real-world expertise and gives participants direct access to the respective product groups – it provides authoritative training and answers to their technical questions straight from the source.”*

*From the customer perspective, if there is a need for a complex implementation or upgrade, or for assessing an existing solution or identifying and resolving issues, the call to action is simple: get a Microsoft Certified Master on the job.*

[Matt Sims](#)’ experience as a Concurrence consultant includes implementing Microsoft-based solutions for many of the region’s [most successful businesses](#), in sectors including manufacturing, healthcare, retail, business and consumer services, utilities and more.

Said Concurrence CEO [James Savage](#), “We’re incredibly proud Matt has achieved the Microsoft Certified Master certification. His work epitomizes what we’re about at Concurrence. We work in a competitive industry, and the way we keep a competitive edge is to hire the best of the best and eliminate barriers to open communication.”

### **About Concurrence**

[Concurrence, Inc.](#), is an information technology solution company founded 1989. Its customers are among the most successful communication, construction, financial, insurance, professional services, logistics, and manufacturing companies in the Midwest. Concurrence is the Midwest’s authority on the Microsoft platform. As a [Gold-Certified Partner](#), the company deploys solutions in [SharePoint & Collaboration](#), [Application Development](#), [Core Infrastructure](#), [Unified Communications](#), [CRM](#) and [Microsoft Online Services](#). For over twenty-two years Concurrence’s consultants have helped companies in Milwaukee, Madison, and Chicago improve business efficiencies and worker productivity. Visit [www.concurrence.com](http://www.concurrence.com) for more information.