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Specialists On Call Recognized for Outstanding Business Achievements
Earns Microsoft Dynamics® Cloud Transformation Customer Excellence Award

Minneapolis, MN — February 23, 2012— PowerObjects is pleased to announce their customer, Specialists On Call, Inc., was recognized by Microsoft® with the 2012 Cloud Transformation Award as part of the Microsoft Dynamics Customer Excellence Awards program. They will be honored by Microsoft executives at an awards luncheon on Monday, March 19, at Convergence 2012 Houston, the premier Microsoft Dynamics user conference.

The 2012 Customer Excellence Awards, which are presented in 9 categories, recognize and celebrate Microsoft Dynamics customers that have achieved notable accomplishments using their Microsoft Dynamics solutions.

Specialists On Call was recognized for its strong commitment to cloud transformation. Working with Microsoft Dynamics certified partner PowerObjects of Minneapolis, Minnesota, Specialists On Call delivered on using Microsoft Dynamics CRM in the cloud for revolutionary healthcare services delivery.

Established in 1997, the Customer Excellence Awards are awarded each year at the Convergence user conference in the United States. Microsoft Dynamics partners and team members submit nominations. Judging teams for each of the categories rated nominations on category specific criteria. Proposed winners for each category were then presented and reviewed by a panel of Microsoft executive judges for final approval. As part of that final review, winning customers were chosen.

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that help businesses work more effectively.

Established in 1993, PowerObjects is one of a handful of organizations recognized as a leader in delivering Microsoft Dynamics CRM/xRM solutions to customers. As a Microsoft Partner Gold Certified

in the CRM competency and Microsoft President's Club member, PowerObjects has an impressive and rapidly growing list of customers benefiting from Microsoft CRM/xRM. PowerObjects fully embraces the power of customer choice and offers hosted, on-premise and online CRM deployment options. Headquartered in Minneapolis, Minnesota, with offices in Dallas, Texas, St. Louis, Missouri, and Columbus, Ohio, PowerObjects provides CRM solutions to businesses and non-profit organizations in multiple industries including healthcare, life sciences, insurance, financial services, publishing, distribution, manufacturing and professional services. For more information, visit www.powerobjects.com.

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