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AbilityCRM Enters Top 1% with Microsoft Gold CRM Competency

AbilityCRM demonstrates best-in-class capability and market leadership through demonstrated technology success and customer commitment.

Scottsdale, Arizona — May 15, 2012 – AbilityCRM (www.abilitycrm.com): Helping you Improve your Business - Today announced it has renewed its Microsoft Gold CRM competency, demonstrating a **“best-in-class”** ability and commitment to meet Microsoft Corp. customers’ evolving needs in today’s dynamic business environment and distinguishing itself within the top 1 percent of Microsoft’s partner ecosystem.

To earn a Microsoft gold competency, partners must successfully complete exams (resulting in Microsoft Certified Professionals) to prove their level of technology expertise, and then designate these certified professionals uniquely to one Microsoft competency, ensuring a certain level of staffing capacity. They also must submit customer references that demonstrate successful projects (along with implementing a yearly customer satisfaction study), meet a revenue commitment (for most gold competencies), and pass technology and/or sales assessments.

AbilityCRM helps companies by helping them use Customer Relationship Management software as a business tool to improve their business.

“Every business has two kinds of customers; those they want and those they want to keep. This Microsoft Gold CRM competency showcases our expertise in and continued commitment to today’s technology and demonstrates our deep knowledge of Microsoft and its products,” said James Marzola, President and CEO of AbilityCRM. “Last month we earned our Microsoft Silver Hosting competency to spotlight our Private CRM Cloud offering that we call Alwayson-CRM.com. Both competencies reflect our focus on being both a business and a technical advisor to our customers”.



“By achieving a gold competency, partners have demonstrated the highest, most consistent capability and commitment to the latest Microsoft technology,” said Jon Roskill, corporate vice president, Worldwide Partner Group at Microsoft Corp. “These partners have a deep expertise that puts them in the top 1 percent of our partner ecosystem, and their proficiency will help customers drive innovative solutions on the latest Microsoft technology.”

Attaining the Customer Relationship Management competency demonstrates partner expertise in Microsoft Dynamics CRM solutions. Equipped with exclusive training, the latest software and support, partners deliver flexible and tailored solutions that enhance their customers’ competitive advantage within their respective industries, from first contact to purchase and post-sales support.

The Microsoft Partner Network helps partners strengthen their capabilities to showcase leadership in the marketplace on the latest technology, to better serve customers and, with 640,000 Microsoft partners in their ecosystem, to easily connect with one of the most active, diverse networks in the world.

About AbilityCRM

AbilityCRM, located in Scottsdale, Arizona, started providing Customer Relationship Management (CRM) solutions in 1998 and since then has helped hundreds of companies, in many industry segments throughout the United States and Canada, to improve their business. It launched its Alwayson-CRM.com private CRM Cloud in 2009 to meet the needs of its most discriminating clients.

The real value of AbilityCRM is its understanding of how to tailor fit CRM to work for its client companies.

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For more information, press only: Adam Marzola, AbilityCRM, 480-726-5400 x414,

amarzola@abilitycrm.com

www.abilitycrm.com