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**DynamicsFocus**

# Press Release

## **DynamicsFocus and KBA Alliances Join Forces to Empower Microsoft Business Partners for Success.**

*KBA Alliances and DynamicsFocus have formed a strategic alliance to offer the Microsoft Partner Community a new set of services to help accelerate growth and profitability while ensuring that organizations can scale and build long-term sustainable businesses.*

FOR IMMEDIATE RELEASE West Linn, Oregon, September 10, 2013.

Working with a [strategic partner who can provide a full range of services around the principal of developing a profitable and viable relationship with Microsoft](#), enables companies to expand market presence and improve credibility, develop new sales channels, create leverage and sales influence within Microsoft and the Microsoft Partner Ecosystem. Contract & Permanent Placement [Staffing Services](#) are also available to acquire key resources needed to drive long-term strategies and scale the organization for the future, as well as, assist with short-term implementation project work. This combination of services enables companies to develop strategies and to then acquire lower-cost resources to drive the plan forward.

[DynamicsFocus provides permanent placement and contract services for the Microsoft Platform and Dynamics Communities, including Systems Integrators, Resellers and Customers](#). Led by Bryan Ray, DynamicsFocus has more than 18 years of experience as a Recruiter in the Microsoft Platform and MBS Ecosystem. With this level of experience, DynamicsFocus helps Clients select consultants and stakeholders that are more effective and able to communicate across various levels of the organization, skill sets and interests. Working across an extensive network of Microsoft and Dynamics focused Professionals; DynamicsFocus has a much larger footprint of available talent than any other company in the Microsoft Channel. The DynamicsFocus approach is centered on finding and developing passive candidates, with the goal of perpetual recruiting. Many top candidates in the network are not actively looking for positions, finding these unique individuals who are not generally seeking to find new opportunities provides Clients with a unique capability which many recruiting firms cannot offer. President, Bryan Ray remarks that, "DynamicsFocus, LLC, is an organization that values relationships. Staffing, Executive Search and Recruiting have never been a commodity business to us." <http://dynamicsfocus.com>

With more than 30 years of combined experience in the Microsoft Dynamics, Platform and Partner Ecosystems, [KBA Alliances is a Strategic Partner that helps ISVs, Systems Integrators and Resellers accelerate their growth and development](#). By understanding the realities for Microsoft partners in today's marketplace, and how the partner landscape continues to evolve, KBA helps clients create new sales, partner and product strategies while realigning the solutions, services and marketing to support the strategic direction of the company. KBA Alliances delivers successful engagements by leveraging a deep understanding of technology, industries, influencers and performance management along with an extensive background working with Microsoft to help companies create effective strategies that align with its investments. If you are a Microsoft related Business Partner, ISV or Reseller, have a passion to grow your business and overcome market or partner inertia please contact us. We can work with you to define a strategic plan which will allow you to move forward and take advantage of the potential for exponential growth that is available in the Microsoft Ecosystem. Bill Allen, President of KBA Alliances remarks that, "Microsoft Business Partners must understand and meet a complex set of requirements: Systems, tools, certification, customers and sustainability, to be accepted within Microsoft and that is where KBA Alliances comes in." <http://kbaalliances.com/>

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