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## **Tortrix Ltd Achieves a Microsoft Gold ISV Competency in the Microsoft Partner Network**

*Tortrix Ltd, a UK based innovative software design company, earns distinction through demonstrated technology success and customer commitment*

Coventry, West Midlands, United Kingdom —7<sup>th</sup> September 2011 Tortrix Ltd. today announced it has achieved a Gold Independent Software Vendor (ISV) Competency in the Microsoft Partner Network, demonstrating its ability to meet Microsoft customers' evolving needs in today's dynamic business environment. To earn a Microsoft Gold Competency, organizations must complete a rigorous set of tests to prove their level of technology expertise, have the right number of Microsoft Certified Professionals, submit customer references and demonstrate their commitment to customer satisfaction by participating in an annual survey.

Gold competencies demonstrate a company's best-in-class expertise within Microsoft's marketplace. Earning a gold competency is evidence of the deepest, most consistent commitment to a specific, in-demand, business solution area, along with the distinction of being among only 1 per cent of Microsoft partners worldwide that have attained this outstanding degree of proficiency. Gold Competencies were introduced in October 2010 and Tortrix is the first Microsoft partner based at the Coventry University Technology Park to achieve a new Gold Competency<sup>1</sup>.

Tortrix produces powerful software applications designed to help businesses get the best out of a solution by significantly enhancing the way their employees work and by improving productivity. Tortrix works closely with our clients to ensure they achieve a true business advantage from the solution we deliver, whether that is a new USP, a better understanding of the internals of their business through the use of business intelligence and dashboards or simplified regulatory reporting.

*"This Gold Competency showcases our expertise in today's technology market and demonstrates our knowledge of both Microsoft itself and their products,"* said John Nunn, Managing Director. *"We hope to accelerate our customers' success by serving as technology advisors for their business demands. With a Gold ISV/Software competency, Tortrix Ltd. gains access to a wider variety of Microsoft tools and support for Microsoft SQL Server, Windows Server, Windows 7 operating system, Microsoft Cloud Services and future, as yet unreleased, developments in Microsoft technology. These additional resources will help Tortrix maintain its cutting edge approach to up to the minute software development, ultimately resulting in more well featured and powerful applications for our clients"*

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<sup>1</sup> Source, Microsoft Pinpoint (<http://pinpoint.microsoft.com>) an online directory of Microsoft Partners.



*“The Microsoft Partner Network is designed to empower solution providers to succeed in today’s business environment. By achieving the prestigious Gold competency, participating companies are provided with a rich set of benefits, including increased customer visibility through branding and accessibility, training and support,”* said Jon Roskill, Corporate Vice President, Worldwide Partner Group at Microsoft Corp. *“We are proud to put forth a program that provides the right resources to help a company develop the expertise customers demand in today’s competitive market and also provides the community and infrastructure that can connect them to one another, lowering costs for all parties.”*

The Microsoft Gold Competency signifies to the market that a company has demonstrated the highest level of skill and achievement within a given technology specialization. All 28 Microsoft competencies are designed to help differentiate a partner’s specific technology capabilities, helping customers find solution providers quickly and easily. Each competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that partners bring to the industry.

Through the Microsoft Independent Software Vendor (ISV)/Software competency, a company can gain access to the latest technology, market opportunities, and sales and marketing resources that have been specifically created with ISVs in mind. From planning the development cycle to supporting customers, they will have the tools and resources they need to build innovative solutions and bring them to market.

The Microsoft Partner Network is designed to equip organizations that deliver products and services through the Microsoft platform with the training, resources and support they need to provide their customers superior experience and outcomes.

Tortrix is an IT consultancy providing innovative business solutions. Working in close partnership with companies, we can help them achieve the most from their IT systems. By producing powerful applications that enhance the way people work and improve your productivity (such as interactive business development questionnaires, highly visual dashboards, data reporting solutions and with social media), we aim to generate a significant return on company investment and provide businesses with the best solution to achieve their goals. Working with the latest technologies from Microsoft, Tortrix have designed state of the art solutions both aimed at a diverse range of UK companies and the healthcare industry.

In addition to bespoke software, Tortrix’s developers are experts in designing and developing state-of-the-art web sites combining Content Management Systems (CMS) and highly interactive design to create highly effective web site solutions. Our use of the latest technologies such as Silverlight and HTML 5, allows us to produce visually rich and highly interactive solutions to provide a multitude of components including full e-Commerce integration, photo galleries, forums, blogs, news and events pages, live chat, and video streaming.

**For more information, press only:**

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