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## Guidance Renews 11-Year Partnership with Microsoft

*A Microsoft Partner since 1999, Guidance is also a Gold Certified Member since 2006*

**MARINA DEL REY, Calif. - March 1st, 2010** – Guidance ([www.guidance.com](http://www.guidance.com)), which helps online retailers achieve market domination by creating captivating and engaging online shopping experiences, announced today that it has renewed its existing, 11-year-long partnership with software giant Microsoft. Guidance maintains the Gold Certified partnership level, which represents the highest level of competence and expertise with Microsoft technologies, and offers the closest working relationship with Microsoft.

Guidance has earned competencies in the areas of Custom Development Solutions, Service-Oriented Architecture (SOA) and Business Process, and Data Management Solutions, and is in the process of earning a fourth competency in the area of Information Worker Solutions.

Microsoft's competencies are designed to help differentiate a partner's capabilities with specific Microsoft technologies to customers looking for a particular type of solution. Each competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that partners bring to the technology industry.

The Custom Development Solutions competency is designed for partners who provide unique customer solutions through software development, application quality assurance (testing) and application architecture. Guidance specializes in Web and Application Infrastructure Development, using Microsoft technologies such as Visual Studio 2008, ASP.NET, IIS, Windows Server 2008, SQL Server 2008, Windows Server 2008, BizTalk Server, and SharePoint products and technologies.

The SOA and Business Process competency is available for systems integrators, solutions and services providers and software developers with proven proficiency in implementing and deploying business process applications featuring enterprise application integration, business-to-business application integration, business process management solutions and adapter development.

The Data Management Solutions competency is designed for partners who specialize in database applications developed on Microsoft technology, including the Microsoft SQL Server data platform.

Over the years, Guidance has used several of Microsoft's products and technologies to build its clients' Web sites including Microsoft's eCommerce platform, *Commerce Server*. All earned competencies help position Guidance as an authority in software development and a leader in eCommerce and Web solutions.



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The Microsoft Partner Program was launched in December 2003 and represents Microsoft's ongoing commitment to the success of partners worldwide. The program offers a single, integrated partnering framework that recognizes partner expertise, rewards the total impact that partners have in the technology marketplace, and delivers more value to help partners' businesses be successful.

To learn more about Guidance, visit [www.guidance.com](http://www.guidance.com).

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### **About Guidance**

Since 1993, Guidance ([www.guidance.com](http://www.guidance.com)) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, Magento, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

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