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422 Group Achieves Microsoft® Gold Certified Partner Status

December 21, 2007—422 Group, a technology and professional services company that helps colleges and universities manage relationships more effectively, has been designated by Microsoft Corporation as a Microsoft Gold Certified Partner. 422 Group had previously been a Microsoft Certified Partner but recently qualified for this special status because of their creative use of Microsoft technologies, the technical accomplishments of their software developers, and the successful launch of Continuum 422 CRM, a constituent relationship management (CRM) solution built on the Microsoft Dynamics® CRM platform.

“The Gold Certified Partner Status reflects our ongoing commitment to Microsoft technology and the ability of our staff to use that technology,” stated Dr. Douglas Wofford, President & CEO of 422 Group. “We’ve assembled a talented team of educators, researchers and developers who understand the relationship management needs of colleges and universities and how Microsoft’s extensive resources can be brought to bear on those needs.”

One example of this is Continuum 422 CRM, a highly-customized constituent relationship management solution that leverages the enterprise-capable Microsoft Dynamics CRM platform. This robust toolset streamlines and automates recruitment, retention and alumni outreach while supporting strategic decision-making through built-in analytic tools, well-organized reports and dynamic modeling of enrollment and advancement outcomes. It also offers a familiar Microsoft “look and feel” that eases adoption while leveraging the power of tools like the Microsoft Office suite that are already in place at more than 95% of the colleges in the U.S.

“Our involvement with the Microsoft Partner Program dates back to the early ‘90s,” noted Dr. Wofford. “They’ve been instrumental in helping us develop specialized products for colleges and have also co-sponsored several enrollment technology summits with us at their headquarters. Now, with the evolution of their business solutions group (Microsoft Dynamics) and the enhanced capabilities of our company, there are even more ways we can work together to help colleges build and manage relationships with prospective and enrolled students, alumni and donors.”

About 422 Group

422 Group LLC is a Microsoft Gold Certified Partner that helps colleges and universities manage relationships more effectively. 422 Group professionals are among the most experienced product development people associated with higher education relationship management. Over the past twenty-seven years they’ve worked to develop specialized CRM systems, business intelligence tools and market research services for more than 500 institutions in the U.S. and abroad.

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