

Prodware included in Microsoft's elite "Inner Circle" for the year 2018/2019

Following on from the previous years, Prodware has had its status as one of Microsoft's strategic partners for its Microsoft Dynamics solution renewed, once again demonstrating its ability to innovate across its sector-based offerings. Included in the very exclusive *Inner Circle* for 2018/2019, Prodware is bolstering its aim of becoming a digital transformation leader for its clients.

Prodware, partner for consultancy, software development and integrating enterprise solutions has once again been named as an Elite member of the 2018/2019 *Inner Circle for Microsoft Business Applications*. This distinction, which is given to partners of the US tech giant whose professional ethics and commitment to supporting its clients on their path to success are exemplary, bolsters Prodware's position as a key strategic partner for selling and promoting Microsoft's Business Application solutions.

The digital transformations of its clients: central to Prodware's strategy

IoT, artificial intelligence, the cloud, etc.... for nearly 30 years, Prodware has been reinventing itself and predicting the trends of the future in order to support companies as they grow and transform.

Sector-based expertise and business knowledge are the strengths on which Prodware draws for building, developing and marketing innovative offerings to help its clients get started on and strengthen their digital transformations. Thanks to its growth at international level, Prodware is one of Microsoft's only partners capable of delivering its offerings, underpinned by the cornerstones of the Redmond firm's digital transformation (Modern Workplace, Business Applications, Applications & Infrastructure, Data & AI) at European level. Prodware is therefore able to support its clients in total synergy with them, guaranteeing their success as they take up their challenges, offering them the boldest projects.

A strategy that has paid off and is recognised by Microsoft

Only 1% of Microsoft's partners throughout the world join its highly selective Inner Circle every year. This nomination, formalised at *Inspire* in Las Vegas in front of more than 25,000 people in July, provides members with ongoing executive sponsorship and exclusive support from the Microsoft Dynamics team. Members can also take advantage of a special event to extend their networks, share

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information and engage in discussions to develop their ecosystems at the annual "Inner Circle" summit, scheduled to be held this year from 23 to 26 October 2018.

"Every year, we reward Microsoft Business Applications partners throughout the world which have demonstrated their ability to deliver innovation and excellence to their clients", says **Cecilia Flombaum, Microsoft's One Commercial Partner Business Applications Business Lead**. "The criteria for selecting members of the Inner Circle are based on partners' ability to support their clients in their digital transformations with business solutions or other particularly innovative ones".

"We are extremely honoured to be receiving this "Inner Circle" distinction and are delighted to see that our dynamic commercial approach, our performance and our innovative sector-based offerings to do with Microsoft Dynamics have helped us stand out", says **Ian Mac Hueg Herlevsen, Chief Sales Officer & Strategic Accounts**

Next publication: 2018 half-yearly results: Tuesday, 16 October 2018, after close of trading.

About Prodware

Emboldened by three decades of solid experience and know-how in the field of IT innovation we have always thrived on delivering value and expertise to our customers worldwide. Whether enabling ambitious Cloud strategies, artificial intelligence driven decision-making tools or IoT applications, Prodware keeps paving the way to innovation.

Prodware has embraced technology advances and breakthroughs helping companies step into the future by building the business models of tomorrow across the manufacturing, retail & distribution, professional services and finance verticals.

The Prodware group is a global company with regional offices in 15 countries with close to 1300 employees generating 168 M€ in annual revenue in 2017. Prodware SA is listed on Euronext Growth and is eligible for the FCPI investment fund and the PEA/PME share savings plan.

More information: www.prodware-group.com

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