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Security Leader Builds One-Stop Service on Microsoft Dynamics CRM
Customer data integration, familiar technology and lower cost prompt Security Associates International to switch platforms to Microsoft CRM.

REDMOND, Wash. — May 21, 2007 — Microsoft Corp. today announced that Security Associates International Inc. (SAI), a fast-growing provider of automated security services, has selected Microsoft Dynamics™ CRM to unite its disparate technology systems and create a one-stop experience for its customers.

The Arlington Heights, Ill., company replaced its Siebel CRM system with Microsoft® customer relationship management (CRM) software to help manage and maintain the company's rapid growth. SAI expects its customer accounts to quadruple this year and then double again next year.

“When we were a much smaller company, we could get by using less sophisticated methods, including e-mail and sticky notes to keep track of the different systems and locations where we had customer information stored,” said Paul Lucking, chief operating officer of SAI. “With Microsoft Dynamics CRM, we will be able to get ahead of our growth, deliver a much better level of service to our customers and cut way back on our orders of sticky notes.”

SAI expects to realize these specific benefits with Microsoft CRM:

- **Cost savings.** SAI considered customer relationship management systems from SugarCRM Inc., Salesforce.com Inc. and other companies until it calculated that total cost of ownership would be as much as 50 percent more than with Microsoft CRM because of the higher cost of installing and supporting these products.

- **Streamlined customer service.** To differentiate itself from its larger competitors, SAI strives to ensure that the service agent who answers a call resolves all of the customer's issues. With Microsoft CRM, for the first time the company will be able to integrate data on its customer and technical services, billing and collections, sales and marketing, and support and answers systems. Service agents will have access to all of a customer's data within a single user interface, reducing the need to transfer customers elsewhere in the company. In addition, all customer data will be entered into one location within the Microsoft CRM system, rather than using the numerous, unconnected methods that were previously maintained for capturing customer data.
- **Familiarity.** Unlike with its former customer relationship management system, employees are consistently adding customer data to the Microsoft CRM system. SAI has also been able to cut by half the amount of training usually offered to employees when introducing a new technology system. The familiar Microsoft Office interface and features help make people feel comfortable using Microsoft Dynamics CRM right away.

Cornerstone Solutions Inc. of Chicago, a Microsoft Dynamics partner and reseller, is developing and implementing the Microsoft CRM system. The company's deep knowledge of the Microsoft technology platform was essential in identifying the right technology for SAI's business needs.

"Microsoft is committed to providing CRM software that works the way people work to ensure optimal user adoption, usability and access," said Michael Park, corporate vice president for U.S. Microsoft Dynamics. "Microsoft Dynamics CRM enables businesses to unite their disparate data to gain a complete view of their prospects and customers and present that data to users in role-relevant views."

About Microsoft Dynamics

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that helps businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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For more information, press only:

Rapid Response Team, Waggener Edstrom Worldwide, (503) 443-7070,
rrt@waggeneredstrom.com

For a 30-day free trial of Microsoft Dynamics CRM:

<http://www.solutiondemo.net/demodynamics>

For more information about Microsoft CRM:

<http://www.microsoft.com/dynamics/crm/default.aspx>

For more information about Microsoft case studies:

<http://www.microsoft.com/casestudies>

For an analyst report about Microsoft Dynamics CRM:

<http://www.microsoft.com/presspass/itanalyst/docs/11092006AMRCRM.pdf>

For more information about the People-Ready Business:

<http://www.microsoft.com/business/peopleready/default.aspx>

For more information about Security Associates International:

<http://www.sai-inc.com>

For more information about Cornerstone Solutions:

<http://www.cornerstonesls.com>

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