

## **Objective awarded Microsoft Gold Competency in Application Integration**

*The Essex-based IT development company has been awarded Microsoft Gold Competency in Application Integration and Silver in Application Development from the Microsoft Partner Network.*

February 6, 2015 (FPRC) -- Microsoft Corporation's network channel boasts over 64,000 partners worldwide, but only 5% of these representatives have achieved Gold Competency status. Gold Competency is notoriously difficult to attain, with staff having to pass numerous tests to prove their level of technology expertise. The applicant must also submit customer references for consideration and demonstrate a commitment to client satisfaction by participating in an annual survey.

The results of the most recent survey indicated that Objective has far exceeded Microsoft's own Key Performance Indicators (KPIs), which set the standards for quality, value, knowledge and the ability to meet clients' needs.

Objective staff were particularly thrilled to discover that 100 per cent of the customers sampled within the survey would recommend their services to a friend or colleague looking for application integration and development.

Just last month, the team at Objective also announced their new role as an official Telerik Sitefinity Partner, adding yet another sought-after accreditation to their long list of attributes and endorsements. Managing Director Cath Fox believes that investing in training and development is key to Objective's success.

"In our industry, it's impossible to sit on our laurels. We need to constantly be looking at new ways to expand our knowledge and experience to ensure we set ourselves apart from our competitors," she says.

"Ensuring our staff are fully certified gives our clients added confidence that we can exceed their expectations and deliver exceptional, tailor-made business application integration solutions."

About the Microsoft Gold Competency:

The Microsoft Gold Competency signifies to the market that a company has demonstrated best-in-class capability within a specific Microsoft solution area. All 29 Microsoft competencies are designed to help differentiate a partner's specific technology capabilities, helping customers find solution providers quickly and easily.

Microsoft Silver competencies represent consistent capability, expertise, and commitment.

The Microsoft Partner Network is designed to endow organisations that deliver products and services based on the Microsoft platform with the training, resources and support they need to provide their customers a superior experience and outcomes.

About Objective:

Objective IT is a leading software development company based in Great Baddow, Essex with a national reach. Founded in 1987, Objective has remained a Microsoft Partner since 1992 and develops bespoke web software, databases and native apps for mobiles and tablets. Objective's specialism also lies in systems, database and application integration.

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### **Keywords**

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