

News Release

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AVANADE COMPLETES ACQUISITION OF GERMANY-BASED eCONNEX

Becomes Leading Microsoft Dynamics CRM Service Provider in Germany; Expands European CRM Capabilities

SEATTLE/KRONBERG – Nov. 7, 2011 – [Avanade Inc.](#), a business technology solutions and managed services provider, today announced it has completed the acquisition of eCONNEX, a German-based leader in Microsoft Dynamics® CRM consulting services, making Avanade the leading services provider for Microsoft Dynamics CRM in Germany. The acquisition also expands Avanade's breadth of CRM capabilities to customers across Europe, offering both on-premise and cloud-based deployment options for Microsoft Dynamics CRM solutions.

The company announced in [October](#) its intent to acquire eConnex. Exact terms of the transaction were not disclosed.

Ashish Kumar, Avanade president of Europe, Africa and Latin America, said: "Enterprises continue to make CRM a top investment priority, and Microsoft Dynamics CRM is unrivaled at accelerating relationship value. The acquisition of eCONNEX puts Avanade in a Microsoft Dynamics CRM leadership position in Germany and strengthens our capability to deliver solutions that help customers across Europe build valuable, longer term relationships."

Alexander Eck, who served as eCONNEX CEO, joins Avanade as vice president in the Avanade Germany practice focusing on CRM growth. Additionally Eck will join Avanade's CRM leadership team for Europe, Africa and Latin America, helping to strengthen and grow the CRM delivery capability across the region.

"eCONNEX has been a competent and experienced partner since the beginning of our project," said Volker Nitsch, Business Intelligence Manager at Konica Minolta. "With the Avanade acquisition, our international business units now can work with their local business units to execute and grow projects end to end with the broad Avanade expertise on the Microsoft platform. Therefore we see this acquisition as very good news for us and the collaboration."

Avanade has deployed more than 120,000 seats for Microsoft Dynamics CRM and offers customers flexible deployment options, scalable systems, industry solutions and broad skill sets. Avanade is a Microsoft Gold competency partner for Microsoft Dynamics CRM and was named Microsoft Dynamics CRM Partner of the Year in 2009 and 2010. For more information about Avanade's CRM capabilities, please visit us at <http://www.avanade.com/us/services/Pages/crm-services.aspx?itag=NAV-crm-services>.

About Avanade

Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Our people have helped thousands of organizations in all industries improve business agility, employee productivity, and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the

rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models—on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 13,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com.

About eCONNEX

eCONNEX consults, implements and operates CRM and XRM systems based on the standard software Microsoft Dynamics CRM in Germany and Europe. The majority of the customers are market leaders and belong to the industry sectors High Tech & Electronics, Machine Construction, Health and Non-Profit Fundraising. With over 50 employees in Kiel, Hamburg and Nuremberg eCONNEX is one of the leaders in this market segment.

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