



**International Association of
Microsoft Certified Partners**

For Immediate Release

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**Leading Market Intelligence Survey Reveals Partner-to-Partner
Initiatives as Revenue Growth Strategy for IT industry**

Boston, MA, June 11, 2007 --- IDC, the premier global provider of market intelligence for the information technology industry, has released the survey findings of a study on Partner-to-Partner activity (P2P) within the International Association of Microsoft Certified Partners (IAMCP) Network to understand how technology organizations can best leverage and benefit from P2P strategies.

The survey revealed the total value of P2P activity in the IAMCP Network to be USD \$6.8 Billion in the previous twelve months and identified P2P as a strategy to fuel revenue growth in particular for product-oriented companies.

"It is exciting to receive this IDC validation of the great value of P2P and how IAMCP plays a pivotal role in contributing to such a key IT industry trend," said Per Werngren, President, IAMCP International. "Our mission is to maximize the business potential of our members by providing P2P Networking Opportunities and Initiatives across the world. This report is evidence of progressive movement toward realization of that vision."

The survey was conducted in January 2007 by IDC in more than 14 countries and identified the following Key Survey Findings:

- The IAMCP network engaged in \$6.8B USD of partner-to-partner (P2P) transaction activity over calendar year 2006.
- Small- and medium- sized IAMCP partners account for 47% of the aggregate value for all P2P transaction activity.
- The IAMCP partners with a high commitment of P2P as a business strategy (ie. P2P activity accounts for greater than 30% of total revenue) reported average 2006 revenue growth of 23.1% while the total IAMCP membership reported 18.2%.

"Many firms realize that ecosystems and P2P initiatives are increasingly critical to their success", said Stephen Graham, Group VP of Software Business Strategies at IDC. "This study takes the important step to quantify P2P behavior and examine characteristics of partner networks, so they can be better understood and appropriately managed."

"The IDC survey results underscore the vast business opportunities for Microsoft partners that connect and work together through the Microsoft Partner Program and vibrant communities like the IAMCP," said Allison L. Watson, corporate vice president of the Worldwide Partner Group at Microsoft. "As the numbers suggest, the importance of P2P collaboration has never been greater. Our partners continue to lead the way in emerging areas such as Software Plus Services and Web 2.0 by working together to build and deliver innovative solutions on the Microsoft platform. We are thrilled to have IAMCP working in such close coordination with Microsoft to help drive our P2P strategy."

Survey results were released at the IDC Channel Leadership Summit in Palo Alto, CA on June 6th and published on www.idc.com as an official IDC published study "*The Impact of P2P: Measuring the Value of Partner-to-Partner Business Activity in the IAMCP Network (IDC Doc #207145)*".

About the IAMCP

IAMCP is a professional association of Microsoft Gold, Certified and Registered partners that are organized in local or regional chapters worldwide. Formed in 1994, IAMCP provides members with information, education and events aimed at helping broaden their base of local business opportunities. The organization helps Microsoft partners grow their businesses, establish working alliances with Microsoft, provides a direct link to key Microsoft contacts, and offers a forum for discussing Microsoft technologies. To date, IAMCP has 4,000 members in 56 chapters spread throughout 24 different countries. IAMCP also has 39 chapters in the United States. For more information please visit <http://www.iamcp.org>.

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