



## **News Release**

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## **Startel Achieves Microsoft Gold Application Development Competency**

*Startel demonstrates best-in-class capability and market leadership through demonstrated technology success and customer commitment*

**Irvine, CA – January 27, 2014** – [Startel Corporation](#), the leading provider of [unified business communications](#) for contact centers, today announced it has attained a Gold Application Development competency, demonstrating a “best-in-class” ability and commitment to meet Microsoft Corp. customers’ evolving needs in today’s dynamic business environment. With this competency, Startel distinguishes itself within the top 1 percent of Microsoft’s partner ecosystem.

To earn a Microsoft Gold competency, partners must successfully complete exams (resulting in Microsoft Certified Professionals) to prove their level of technology expertise, and then designate these certified professionals uniquely to one Microsoft competency, ensuring a certain level of staffing capacity. They must also submit customer references that demonstrate successful projects (along with implementing a yearly customer satisfaction study), meet a revenue commitment (for most gold competencies), and pass technology and/or sales assessments.

Startel is a provider of [contact center solutions](#) for small to mid-size organizations, including healthcare organizations, financial institutions, law firms and government agencies, focused on enhancing the customer experience. By integrating Startel’s solutions with the latest Microsoft platforms, we can continue to ensure that our customers have the tools needed to provide their end users with superior solutions and service.

"We are very pleased to have achieved Gold Application Development Competency in the Microsoft Partner Network," said Bill Lane, president and CEO of Startel. "The benefits provided through this competency will allow us to continue to deliver market leading solutions that help our customers accelerate revenue growth, improve customer satisfaction and lower overall cost of service."

“By achieving a gold competency, partners have demonstrated the highest, most consistent capability and commitment to the latest Microsoft technology,” said Phil Sorgen, corporate vice president, Worldwide Partner Group at Microsoft Corp. “These partners have a deep expertise that puts them in the top 1 percent of our partner ecosystem, and their proficiency will help customers drive innovative solutions on the latest Microsoft technology.”

The Microsoft Partner Network helps partners strengthen their capabilities to showcase leadership in the marketplace on the latest technology, to better serve customers and, with 640,000 Microsoft partners in their ecosystem, to easily connect with one of the most active, diverse networks in the world.

### **About Startel Corporation**

Startel is a leading provider of unified communications, business process automation, and performance management solutions and services. Since its founding in 1980, Startel has established a loyal customer base from a variety of industries, including contact centers, education, government, healthcare, insurance, telephone answering service and utilities. Startel leverages its unique solutions and industry knowledge and experience to empower organizations to improve agent productivity, reduce operating costs and increase revenues. For more information, contact Rachel Sauerbrey at 949.863.8776 or visit [www.startel.com](http://www.startel.com).