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**Tribridge Embarks on 16-City Roadshow for Microsoft Dynamics CRM 2011 Product Launch**  
***Technology Consulting and IT Services Company Selected to Showcase Award-Winning Professional Services and Public Sector Industry Solutions During Microsoft's Global Launch of Microsoft Dynamics CRM 2011***

TAMPA, Fla. (January 11, 2011) – Tribridge ([www.tribridge.com](http://www.tribridge.com)), the 2010 Worldwide Microsoft Dynamics Outstanding Partner of the Year, will be co-presenting with Microsoft at the majority of their U.S. product launch events for Microsoft Dynamics CRM 2011 in addition to a 10 city tour of similar events being held by Tribridge directly.

During three of Microsoft's global launch events, Tribridge will share customer success stories and outline key xRM industry solutions for public sector and government entities developed using the Microsoft Dynamics CRM platform. These include Dallas on Feb 10<sup>th</sup>, Chicago on March 8<sup>th</sup> and New York on March 10<sup>th</sup>. Tribridge will participate in a similar fashion with a focus on solutions for professional services firms in Irvine, CA on Feb 8<sup>th</sup>, Washington, D.C. on Feb 22<sup>nd</sup> and Atlanta on March 3<sup>rd</sup>.

"We are excited to be directly involved in such an important product launch," said [Tony DiBenedetto](#), Tribridge Chairman and CEO. "The demand for cloud-based solutions that provide a platform for helping companies compete more aggressively and operate more efficiently has never been clearer. We have helped hundreds of companies leverage the Microsoft Dynamics CRM platform over the years and we're glad to have this opportunity to share our experience with the larger Microsoft community".

Tribridge will be hosting a series of smaller executive events in 10 other cities as well as participating in Microsoft's global launch events. These cities include Tampa, Feb 1<sup>st</sup> and 23<sup>rd</sup>; Los Angeles, Feb 1<sup>st</sup>; Kansas City, Feb 8<sup>th</sup>; Oklahoma city, Feb 9<sup>th</sup>; Austin, TX, Feb 10<sup>th</sup>; Boston, Feb 15<sup>th</sup>; Orlando, Feb 17<sup>th</sup>; Fort Lauderdale, Feb 22<sup>nd</sup> and San Antonio, March 9<sup>th</sup>.

In addition to industry-specific applications of Microsoft Dynamics CRM 2011, Tribridge will deliver a comprehensive overview of the new product's native sales, marketing and customer service functionality. Topics like [cloud computing](#) versus on-premise or hosted implementations as well as social media, [Microsoft SharePoint integration](#) and workflows connecting other key business data sources will also be covered.

The events will cater to a mix of business leaders for mid-sized and large companies, including those responsible for sales, marketing, IT and executive leadership. Event times, locations and registration can be found at [www.tribridge.com/crm2011launch](http://www.tribridge.com/crm2011launch).

**Tribridge Office Locations**

ATLANTA | AUSTIN | BOSTON | CHARLOTTE | CHICAGO | DALLAS | HOUSTON | LOS ANGELES  
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### ***About Tribridge***

Founded in 1998, Tribridge is a national IT services and business consultancy dedicated to helping customers become more productive, profitable, competitive and secure. From software selection and implementation to technology infrastructure design and support, Tribridge's 300 professionals leverage a unique combination of industry expertise, technical proficiency and proven service methodology to create an exceptional customer experience and promote a solid return on IT investments. Tribridge serves more than 2,000 customers throughout the United States and has been formally recognized by top companies like Microsoft as a worldwide leader in enterprise resource planning (ERP), customer relationship management (CRM) and other web-based solutions and services. [www.tribridge.com](http://www.tribridge.com).

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