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**North Carolina Department of Crime Control and Public Safety
Recognized for Outstanding Business Achievements
*Earns Microsoft Dynamics® Award for Customer Excellence***

TAMPA, Fla. - (April 27, 2009) - Tribridge (www.tribridge.com), a national, full-service IT services firm, is pleased to announce that its customer, the North Carolina Department of Crime Control and Public Safety (North Carolina CCPS) (www.nccrimecontrol.org), was recognized by Microsoft® with a 2009 Microsoft Dynamics Customer Excellence Award for excellence in Public Sector Industry Leadership.

The Customer Excellence Awards recognize and celebrate Microsoft Dynamics customers that have achieved notable accomplishments. North Carolina CCPS, which is comprised of 10 divisions including the Division of Alcohol Law Enforcement (ALE), was recognized for its strong commitment to providing enhanced service to the citizens of North Carolina through its successful deployment of Microsoft Dynamics CRM 4.0, an integrated customer relationship management software application.

ALE has nearly 120 agents who enforce underage drinking and many other laws that deal with the sale, purchase, transportation, manufacture, consumption and possession of alcoholic beverages in North Carolina. The division is also responsible for enforcing the tobacco, controlled substance and gambling laws of the state, taking legal action on nuisance establishments and housing the Center for Missing Persons. As a result of the software implementation, ALE agents can now efficiently manage cases, alcohol and lottery permit inspections, and investigations, such as illegal gambling facilities or underage drinking.

“Government agencies often find it difficult to compete with the level of customer service its constituents are accustomed to receiving in the private sector,” said Greg Jones, Chief Technology Officer for North Carolina CCPS. “To meet and exceed citizen expectations, we needed a better IT tool. With Microsoft Dynamics CRM, our developers get to use the



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Microsoft-based skill sets they already know, which led to a rapid implementation of the new technology throughout the entire state. Consequently, we have the ability to provide faster, more effective service – and ultimately keep our citizens safer.”

Prior to working with Tribridge, North Carolina CCPS used several manual forms to track incidents, witness information, alcohol and lottery licensing applications, cases and investigation documents, a time-intensive process that resulted in a lack of productivity and efficiency. There was no central database or offline facility to track information or to share data with other law enforcement agencies.

North Carolina CCPS has achieved several operational improvements since the implementation, some of which include:

- The ability to randomly select tobacco, alcohol or lottery businesses for compliance checks to meet government requirements for quarterly inspections of 5% of approximately 95,000 permits in the state
- The reduction of investigation and inspection process reduced from one week to one hour via workflows and automated case routing
- Elimination of lengthy manual forms
- Ability to enter witness and other information directly into CRM
- Easy access to case photos, documents and audio files
- Automation of incident reports and investigation forms
- Integration to other government agency data for immediate retrieval of information from patrol cars or to be utilized in a court setting

“Our deployment has shown that Microsoft Dynamics CRM can be used for purposes other than tracking sales and marketing,” said Jones. “The true value of this software extends beyond traditional private sector applications and into the realm of providing true citizen-centric services.”



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Established in 1997, the Customer Excellence Awards are awarded each year at the Microsoft Dynamics Convergence user conferences held in the US and Europe. Customers, partners and team members submit nominations, and judging teams rate nominees on creativity, vision and business benefits. Proposed winners are then presented and reviewed by a panel of Microsoft executive judges for final approval.

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that help businesses work more effectively.

About Tribridge

Tribridge is an IT services firm that delivers and supports technology, business management and core infrastructure solutions for organizations spanning diverse industries. Tribridge helps customers strategically leverage IT investments to become more productive, profitable, competitive and secure through proven methodologies, process optimization and industry best practices. We are dedicated to building a community in which organizations derive long-term business value from practical solutions that guarantee customer success and maximum return on investment. Headquartered in Tampa, Tribridge has customers, offices and team members across the U.S. and is the recipient of numerous awards, including the 2008 Microsoft Dynamics Worldwide Partner of the Year. Visit www.tribridge.com

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