



## Pointivity Creates Opportunity for Microsoft MBS Partners with New Certified Dynamics Platform

**SAN DIEGO, CA. – July 15, 2009** – Pointivity, a leading application hosting and managed service provider offering enterprise level IT solutions to businesses and partners, today announced it has launched an exclusive platform for Microsoft MBS Partners to help boost sales and compete in the Software-as-a-Service (SaaS) market. The partner offering allows MBS Partners to close more sales and foster strong client relationships by selling hosted Dynamics with low up-front costs.

"Traditionally, Microsoft partners have sold Dynamics on a per-seat perpetual licensing model. Today, economic challenges are forcing businesses to look at other methods for implementing a Dynamics solution," said Kent Erickson, CEO of Pointivity. "We offer MBS Partners a pay-as-you-go hosted Dynamics solution so they can differentiate themselves with a competitive offering to their customers."

The offering is built on Pointivity's *Certified Dynamics Platform* that bundles all the hardware and infrastructure in order to deploy the solution rapidly and efficiently. The platform integrates all the latest technology such as virtualization, cloud and utility computing, automation and provisioning, and on-demand performance.

"We are committed to making MBS Partners successful. Any client leads we get, we direct them to partners as well," said Erickson. "There is no restriction on how to sell the solution, it's completely turn-key, private label with go-to-market strategies for partners to capitalize on this opportunity."

The company supports Microsoft SPLA or perpetual licensing from MBS partners and their customers. In addition to Dynamics, Pointivity offers a full suite of cost-effective hosted Microsoft solutions including Microsoft Exchange, SharePoint, and Office. Pointivity has 10+ years of experience hosting accounting and third party ISV applications for MBS partners.

For more information on Pointivity's MBS Certified Dynamics Platform visit [www.dynamicscloud.com](http://www.dynamicscloud.com)

### About Pointivity

Founded in 1991, Pointivity is a leading application hosting and managed service provider offering enterprise level solutions to businesses and partners of all sizes and industries. Pointivity has always been at the forefront of IT solutions and continues to research and adopt new technologies in the best interest of their customers and channel partners. Pointivity also serves as a master hoster working with VARs, MSPs, MBS partners and system integrators on infrastructure solutions, technical training, marketing education and product distribution.

For more information please visit [www.pointivity.com](http://www.pointivity.com)

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