

## **FOR IMMEDIATE RELEASE**

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## **AdaptivEdge Announces Earning Their Microsoft Gold Partner Status in Cloud Productivity—The Highest Level Microsoft Partner Competency**

**Oakland, CA—February 04, 2016** — Today, AdaptivEdge (AE) is pleased to announce their completion of Microsoft Gold Partner competency in Cloud Productivity. Gold competencies demonstrate best-in-class capability within a specific Microsoft solution area and is the highest partner competency level Microsoft awards. AE already has earned Silver competencies in Collaboration and Content as well as Messaging.

In order to complete these prestigious competency status' the company must go through a rigorous learning path where they must pass technical assessments, exams, and certifications as well as provide five core, customer references that feature how, within the previous 12 months, the company has provided solutions based on Exchange Online, SharePoint Online and Skype for Business Online.

Now AE is certified to offer an even higher level of competency and solutions that connect teams and increase productivity for their clients and customers. Each of their Gold and Silver certified

consultants has a minimum of 15 years of experience in the field, can design and integrate different platforms and applications to create a robust, reliable solution that assures Microsoft project and customer satisfaction. Their consultants have experience in multiple disciplines within the IT field, which adds to their toolkit for success.

“We are proud to announce our Microsoft Gold Partner competency, which makes me very proud of our team and our company,” Co-founder and Senior Managing Partner, Steve Soper states. “AdaptivEdge now has Microsoft’s most elite partner endorsement, which validates our ability to deliver the highest level of expertise and consulting—and that is the most important part of our desire to achieve this status.”

AE provides end-to-end services and unmatched expertise to help their customers maximize the value of their technology investments. They couple reliability and intelligent design to achieve the promise of helping organizations reduce costs, improve productivity and make healthier decisions for the software-driven enterprise.

AE’s Microsoft product expertise and solutions are Exchange, Active Directory, SharePoint, SQL Server, Skype for Business (Lync), System Center, Office 365, Azure, Windows Server, .NET Development, Hyper-V, and Windows Desktop.

### **About AdaptivEdge:**

Based out of Oakland, CA, AdaptivEdge was founded in June of 2013 by Steve Soper and Michael Oda. As a Microsoft Gold Partner, AdaptivEdge helps customers evaluate various product options from a financial perspective as well as from a business and technical perspective. There are many different ways to license Microsoft products and the choice of

licensing schemes impacts the features and functionality that are available. AdaptivEdge can help customers choose the right options to meet their needs and budget.

With over 20+ consultants and Microsoft subject-matter experts AdaptivEdge has developed a methodology for helping customers identify their requirements via in-depth questionnaires and collaborative workshops. Once the requirements are defined, the AdaptivEdge team utilizes a best practices approach to help the customer select the right Microsoft products and architect a solution that delivers maximum ROI.

For more information on AdaptivEdge, please visit: [www.adaptivedge.com](http://www.adaptivedge.com)

**About Bound-by Marketing:**

Principal and Owner, Lyndsay Johnson of Bound-by Marketing, brings a plethora of industry experience with her from: technology, hospitality/restaurant, automotive/high performance, real estate, medical device/healthcare, music, non-profit, civil engineering/city, finance, and consumer product goods. She has surrounded herself with over fifty designers, photographers, videographers, programmers, and developers across the nation offering marketing strategy and consulting services as well as design and development. Beyond her infatuation with marketing, Johnson is a classically trained opera singer who additionally has a unique passion for hot rods.

For more information on Bound-by Marketing, please visit: [www.boundbymarketing.com](http://www.boundbymarketing.com).

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