AXIND Software Pvt. Ltd. Achieves a Microsoft Silver Application Development Competency

AXIND Software earns distinction through demonstrated technology success and customer commitment.

GURGAON, Haryana, India — 22 November 2013 — AXIND Software Pvt. Ltd.
today announced it has achieved a Silver Application Development competency, demonstrating its ability to meet Microsoft Corp. customers' evolving needs in today's dynamic business environment. To earn a Microsoft silver competency, partners must successfully demonstrate expertise through rigorous exams, culminating in Microsoft certifications. And to ensure the highest quality of services, Microsoft requires customer references for successful implementation and customer satisfaction.

AXIND is a leading provider of technology supporting the Fashion and Lifestyle industries, from planning to retail, and everything in between. AXIND's web-based, industry-specific, easy-to-use and secure ChainReaction® product suite, based on the latest Microsoft technology, helps Fashion and Lifestyle companies bring product to market faster, communicate better, decrease errors, and become more profitable and competitive.

"This Microsoft Silver Application Development competency showcases our expertise in today's technology market and demonstrates our knowledge of Microsoft and its products," said Matteo Chiampo, AXIND Software's CEO. "Our plan is to further deepen our leverage of Microsoft best-in-class technologies into our flagship ChainReaction® suite to accelerate our customers' success in the demanding fashion and lifestyle industry."

"By achieving a silver competency, organizations have proven their expertise in specific technology areas, placing them among the top 5 percent of Microsoft partners worldwide," said Jon Roskill, corporate vice president, Worldwide Partner Group at Microsoft Corp. "When

customers look for an IT partner to meet their business challenges, choosing a company that has attained Microsoft competencies is a smart move. These are highly qualified professionals with access to Microsoft technical support and product teams."

Earning the Application Development competency helps partners differentiate themselves as a trusted expert to their customers through development and deployment of commercial or custom applications built using core Microsoft technologies like Windows Server and Windows 8 operating systems, the Windows Azure platform, Microsoft Visual Studio 2012 development system, Microsoft SQL Server and emerging cloud-based and web business models. By gaining access to a comprehensive set of benefits through the Application Development competency, partners help customers be more productive and profitable through deployment of business applications, advanced web portals or rich client user interfaces that run on premises or in the cloud.

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 AXIND Software Pvt. Ltd.
AXIND Software is a leading provider of technology supporting the Fashion and Lifestyle industries, from planning to retail, and everything in between. Our web-based, industry-specific, easy-to-use and secure ChainReaction® product suite, based on the latest Microsoft technology, helps companies bring product to market faster, communicate better, decrease errors, and become more profitable and competitive. We work closely with Importers, Exporters, Manufacturers, Wholesalers, Distributors, Brands, Retailers, Agents, and Designers to streamline processes and become more efficient with the support of ChainReaction®.

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