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## **The Fulcrum Group Achieves Microsoft Silver Cloud Productivity and Silver Small & Midmarket Cloud Solutions Competencies**

*The Fulcrum Group earns distinction through demonstrated technology success  
and customer commitment.*

**Fort Worth, TX – The Fulcrum Group Inc.** today announced it has achieved silver Cloud Productivity and Silver Small & Midmarket Cloud Solutions Competencies, demonstrating its ability to meet Microsoft Corp. clients' evolving needs in today's mobile-first, cloud-first world. 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 client references for successful implementation and customer satisfaction.

The Fulcrum Group has a long history of delivering cloud services to its clients. Its Microsoft Cloud Services practice has grown significantly over the past few years, and thus, is better able to meet clients' cloud services needs in a timely and cost-effective manner.

“This Microsoft silver Cloud Productivity and Silver Small & Midmarket Cloud Solutions competencies showcase our expertise in today's cloud services market and demonstrates our knowledge of Microsoft's products and services,” said David Johnson, *Vice President* of The Fulcrum Group. “Our plan is to accelerate our clients' success by serving as their trusted technology advisors for their business demands.”

“By achieving a silver competency, these organizations have proven their commitment and expertise in specific technology areas, which places them among a small percentage of Microsoft partners worldwide,” said **Gaviella Schuster**, corporate vice president, Worldwide Partner Group at Microsoft Corp. “For clients looking for a partner to help meet their unique business needs, choosing a company that has attained Microsoft competencies is a smart move. These organizations have highly qualified experts with access to Microsoft technical support and product teams.”

### **Cloud Productivity Competency**

The Cloud Productivity competency recognizes partners who are selling and deploying Microsoft Office cloud and hybrid solutions to enterprise customers. Differentiate your company with this competency as a proven cloud solution provider for customers searching for qualified cloud solution partners. With the Cloud Productivity competency, you'll be eligible for Signature Cloud Support, incentives, and prioritized Microsoft Pinpoint directory placement.

### **Small and Midmarket Cloud Solutions Competency**

The Small and Midmarket Cloud Solutions competency recognizes partners who are selling and deploying Microsoft Office 365 cloud and hybrid solutions to mid-sized and small business customers. Differentiate your company with this competency as a proven cloud solution provider for customers searching for qualified cloud solution partners. With the Small and Midmarket Cloud Solutions competency, you will be eligible for Signature Cloud Support, incentives, and prioritized Microsoft Pinpoint directory placement.

The Microsoft Partner Network helps partners strengthen their capabilities to showcase leadership in the marketplace on the latest technology, to better serve customers and to easily connect with one of the most active, diverse networks in the world.

The Fulcrum Group provides outsourced IT support for business networks, cloud-based and Voice over IP systems throughout North Texas. The Fulcrum Group makes technology easier by focusing on the end user's point of view and evolving clients to standards-based network designs. Our SPOT Managed IT Services program adds IT strategy, vendor management and our support platform to basic Help Desk support. Learn more about all the solutions we provide at <https://www.fulcrum.pro> or call us at **817.337.0300**. Also, check out our new product agnostic website and blog at <https://spotdfw.com/>, geared to help explain technology to business owners and non-techies.