



Architecting Business Solutions with Innovative Technology

3122 Hill Street, Duluth, GA 30096
Ph: 770.623.5734 Fax: 770.623.5878
www.InnovativeArchitects.com

PRESS RELEASE

For Immediate Release
March 3, 2009

Innovative Architects Signs 125th Customer, Hollywood Entertainment, for a Microsoft® Commerce Server Support Agreement

March 3, 2009 – Duluth, GA –Innovative Architects recently celebrated closing business with their 125th customer, adding Hollywood Entertainment to their customer list. Innovative Architects now has a client list consisting of companies headquartered in 29 states, covering the US and Canada.

Innovative Architects will be creating a development environment that will allow Hollywood Entertainment to test out their E-Commerce and E-Stores versus having to make changes to a live site heavily used by customers daily. The development environment means that Hollywood Entertainment won't suffer any down time or lost revenue while still being able to make necessary updates. They will also be able to resolve any errors prior to going live. Aside from this current update, the development environment will make future updates for Hollywood Entertainment's e-stores a simple process.

"A lot of clients come to us in the same situation that Hollywood Entertainment is experiencing. We're able to create a development environment that eases their support pain and reduces their support costs – both now and in the future," said Scott McMichael, Vice President of Operations & Delivery at Innovative Architects.

Innovative Architects is a Microsoft Gold Certified Partner, based in Duluth, GA, specializing in solving business problems around business intelligence, data management, e-commerce, portals, collaboration, application development, and business process and integration with Microsoft's enterprise software solutions including BizTalk Server, SharePoint, SQL Server, CRM, Commerce Server, and VisualStudio.NET. Innovative Architects can offer a single point of delivery and support through the entire IT lifecycle, from envisioning through day-to-day operations. Our consultants and engineers have the necessary technical, architectural, and project management skills to help mitigate risk associated with business and technical constraints and organizational diversity. Innovative Architects clients span across many industries of all sizes including AT&T, Coca-Cola, Bank of America, Siemens, BlueCross BlueShield, Hollywood Entertainment, Scana Energy, UPS, Lance, Author Solutions, Bodum, ESAB, Blackbaud, Brown Bag Marketing, Krispy Kreme, and Extended Stay Hotels. For more information about Innovative Architects, please contact Renae Henderson, 678-387-5466, or visit our website, www.InnovativeArchitects.com.