

## Directions 2009: “Fueling Success” Press Release

On November 11 -14, 2009 over 500 **Microsoft Dynamics NAV partners** from around the world will descend upon the **Hyatt Lost Pines Resort and Spa** in Austin, TX to share and learn at the 5<sup>th</sup> Annual **Directions** conference. The event is channel-driven according to Microsoft and is focused 100% on content suggested by the conferees ( [www.NAVDirections.com](http://www.NAVDirections.com) )

This year **InfiniTek** is a “Silver Sponsor”, a privilege extended to just 11 partners. This entitles **InfiniTek** to a one-hour ISV session (11/13, 9:15 – 10:15 AM), a 10’X10’ exhibit space outside the main meeting rooms, a tabletop display and the two expo receptions (Wednesday and Thursday nights), a full-page ad in the conference guide, email blasts pre- and post-conference, company logo in various locations and the opportunity to hang two banners. This is an extremely high-profile event for **InfiniTek**.

Specifically, **InfiniTek** will be introducing a suite of DynamicsNAV add-on modules with full demonstrations at the breakout session. Featured will be the Aimit AS (Norway) product, “**EQM-Equipment Rental and Service Solution**”. **InfiniTek** has been awarded exclusive US distribution rights to **EQM** through the NAV Channel. **Aimit EQM** is probably the fastest-growing vertical solution in its segment: equipment management, sales, rental and service. It offers full-spectrum visibility of all aspects important to businesses in this market space.

Another highlight of the one-hour IVS session will be the introduction of “**ScanDirect Plus**” an enhancement developed in-house for one of **InfiniTek**’s premier customers, **Orange County Title Company**. This module is a major step in the direction of the “paperless office”, replacing files, paper, printer toner, cabinets, storage facilities and filing clerks with scanners and a couple of mouse clicks.

**Additional add-on enhancements to DynamicsNAV** to be premiered at the show are:

**Advanced Credit Management** – flags customer credit issues for order entry workers

**Amortization & Deferred Revenue** – automates process wherein payments might be deferred

**Merge Utility** – combines ledger entries merging Customer, Vendor and G/L account histories

**Time and Billing Module** -- allows companies who bill time for services to combine entries

**Up-Sell Wizard** – increases inside sales opportunities by highlighting opportunities to upsell

**Advanced AP Check w/MICR** – workers in Accounts Payable can print checks in variety of formats

We welcome **Directions 2009** attendees to visit with us to learn about our exciting suite of revenue-enhancing NAV enhancements.