



## FOR IMMEDIATE RELEASE

Sunrise Technologies featured at the National Retail Federation's "Retail's Big Show" as a Microsoft Retail Solution Launch Partner

(Winston-Salem, NC)—Sunrise Technologies, a leading Microsoft Dynamics AX provider, recently attended the NRF Retail's Big Show event in New York as a featured Microsoft Dynamics for Retail launch partner. Launch partners were selected based on their success with working with retailers and the Microsoft Dynamics product line. The National Retail Federation is the world's largest retail trade association with membership that comprises all retail formats and channels of distribution including department, specialty, discount, catalog, Internet, independent stores, chain restaurants, drug stores, and grocery stores, as well as the industry's key trading partners of retail goods and services. Retail's Big Show brings members of this association together with vendors such as Sunrise Technologies who can improve their business processes with the Microsoft Dynamics for Retail solution.

"As a Microsoft Gold Certified Partner specializing in Microsoft Dynamics AX for retail, Sunrise Technologies and its consultants' experience in the retail industry are sure to be a great attribute to our Microsoft Dynamics Retail offering. Sunrise Technologies has been working with retailers for many years, helping better manage the retailers' back-end operations and business processes, enabling them to stay competitive," states Michael Griffiths, group product manager for retail, Microsoft Dynamics. "Our Microsoft Dynamics vision for retail is to provide a Microsoft business solution that will help retailers have better visibility into their day-to-day operations and be more connected with customers and suppliers. By working with Microsoft Dynamics partners such as Sunrise Technologies, we are providing value to our mutual customers with an end-to-end solution implemented by a partner that understands their businesses."

"Sunrise Technologies is delighted to be a Microsoft Dynamics for Retail partner. Sunrise is looking forward to providing more value to our customers with this end-to-end solution from Microsoft that will enhance the Microsoft Dynamics functionality for retailers," stated John Pence, President of Sunrise Technologies.

Sunrise Technologies, a Microsoft Gold Certified Partner, was founded in 1994 as a consulting services company. Sunrise Technologies sells, implements, and supports the Microsoft Dynamics AX ERP system and is a member of the Microsoft Dynamics Inner Circle, the elite top 1% of Microsoft Dynamics partners. Sunrise Technologies is a global company with its corporate headquarters in the Piedmont Triad Research Park of Winston-Salem, North Carolina. Sunrise has regional offices in Dallas, Texas, Los Angeles, California, and Xi'an, China. For more information about Sunrise Technologies, visit [www.sunriseconsult.com](http://www.sunriseconsult.com) or call Sunrise Technologies at 336-722-6741.