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MICROSOFT PARTNER'S "THINK TANK" FIRST-KNOWN OF ITS KIND IN TEXAS

SAN ANTONIO, TEXAS, MARCH 15, 2008 – ENTRUST Technology Consulting Services announced today its brand new business division called "ENTRUST LABS" that may be the only full-time research-and-development lab of its kind in Texas or the four-state region.

"This is an industry first in the small and medium business consulting space," says Charlie Ramirez, Microsoft Corporation's regional partner community manager for Texas, Oklahoma, Arkansas and Louisiana. "ENTRUST LABS' technology 'think tank' represents absolute breakthrough thinking in IT consulting and is a testament to its dedication to customer value."

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At a time when technology service companies in San Antonio and elsewhere can barely keep up with increasing demand for technical support and have little or no time for research, but more and more small businesses are clamoring for practical and affordable computing solutions, ENTRUST LABS is paying full-time employees 40 hours a week to do behind-the-scenes R&D 100 percent of the time as part of daily operations, and to provide rapid response at a fair market rate to direct requests from small-business customers.

ENTRUST LABS began its atypical R&D operation March 1. Its employees spend whole workdays scrutinizing software and testing applications in live and virtual environments to find out what does and doesn't work, and to bring new and finer technology to the marketplace.

The lab also accepts fee-based projects requested by customers like Hill & Ford, a local CPA firm that found itself in the middle of tax season with a bottleneck of multiple, slow-loading, inter-related accounting software applications. They called ENTRUST LABS.

Hill & Ford wondered whether installing a new server, costing approximately \$15,000, would significantly speed things up for its team of highly paid professionals who were losing valuable time due to sluggish software. ENTRUST LABS responded in one hour.

“After simulating their problem in our lab, we found a new server would cut 10 seconds off a 25-second download, but that was not enough to justify taking their server down to replace it during their busiest time,” says Mitchell Sowards, consulting services manager for ENTRUST.

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“We appreciated the quick response and are excited ENTRUST LABS is dedicated to helping us make fast, economical decisions for our company,” says Kim Ford, managing partner, Hill & Ford. “Their experience and full-time resources are very important to us.”

Although Sowards’ answer did not solve the slow downloads on the spot, it did provide Hill & Ford with information it needed to make a strategic business decision, which was to postpone an expensive, inconvenient server overhaul until a better time.

Small businesses have long labored to keep up with the ripple effect of changing computer technology in an increasingly interconnected marketplace. ENTRUST LABS addresses this growing quandary. “We investigate problems and offer prompt solutions, giving people choices that take budget and urgency into consideration,” Sowards says.

According to the Information Technology and Innovation Foundation (ITIF), innovations in new products and services help advance the impact of IT, which the ITIF credits with driving the world economy. ENTRUST LABS is doing its part to help small businesses compete and urges others to do likewise. “We invite IT service companies to create similar research labs,” he says.

For more information on ENTRUST LABS, contact Mitchell Sowards or visit

www.entrust.us.com.

ENTRUST is a full-service information technology consulting firm in San Antonio with 25 years’ experience in the technology industry. ENTRUST is a Microsoft Certified Partner and a Microsoft Small Business Specialist specializing in small- and medium-size businesses. It is the only “MSP Alliance” Accredited Managed Services Provider in Central and South Texas.

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