



Optimiza the platinum sponsor for Microsoft's "Heroes Happen Here" 2008 wave launch event

Optimiza officially signed an agreement with Microsoft to be the exclusive platinum IT sponsor to their "Heroes Happen Here" 2008 wave launch event that took place on March 11th at Zara Expo – Hyatt. During this event, Microsoft launched a number of new products including: Microsoft Windows Server 2008, SQL Server 2008 and Visual Studio 2008.

Microsoft considered this event to be the largest worldwide outreach to IT professionals and developers in its history. The number of worldwide attendees exceeded 225,000 with an estimated 1,500 attendees in Jordan. Microsoft worldwide Director of Windows Server Product Management Joseph Lander conducted the opening speech.

This event which targeted enterprise customers, IT professionals, developers, the Press and analysts introduced the key features and benefits of the launched products which include: Secured & Trusted Platforms, Virtualization, Next Generation Web and Business Intelligence

Through this sponsorship, Optimiza gained very high exposure to high-caliber influencers and decision-makers from all the companies which are considered strong candidates for potential future business.