

# NEWS OF TECHNOLOGY

## Microsoft Certified Master Awarded To Kraft Kennedy's Joe Hoegler

(NAPSA)—Kraft Kennedy is very pleased to announce that Joe Hoegler, a solution architect based in the New York office, has been designated an Exchange 2010 Microsoft Certified Master (MCM) by Microsoft.

MCM is Microsoft's highest technical certification and is awarded upon successful completion of an intensive three-week training course at Microsoft headquarters by senior members of Microsoft's Product Group. The course includes three written exams and a final qualification lab exam. Joe joins an elite group of only 19 Exchange 2010 MCMs worldwide.

The Microsoft Certified Master program gives Kraft Kennedy unique access to an exclusive community of other MCMs and team members in Microsoft's Exchange Server Product Group. According to Microsoft, "a Microsoft Certified Master can help [an] organization assess its current messaging optimization level; map major initiatives and projects; rate the impact of identified gaps (value, cost, level of effort); and prioritize IT assets for maximum impact and return on investment."

Joe has worked for Kraft Kennedy since 2004 and is a member of the firm's Infrastructure and Enterprise Systems Practice Group, specializing in messaging, virtualization, directory services, and data center design and consolidation. As Kraft



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Kennedy's lead architect for messaging and unified communications solutions, Joe has led or advised Exchange 2010 projects for 17 clients, covering more than 17,000 users, in firms ranging in size from small to Am Law 100. He is also an active contributor to the Kraft Kennedy Technology Blog (<http://blogs.kraftkennedy.com>) and has spoken at ILTA regional events and road shows since 2006.

For more information, please visit [www.kraftkennedy.com](http://www.kraftkennedy.com) or contact Michael Worth, Kraft Kennedy, Inc., 360 Lexington Avenue, New York, NY 10017, Direct: (212) 692-5610 or e-mail [worth@kraftkennedy.com](mailto:worth@kraftkennedy.com).