



**FOR IMMEDIATE RELEASE  
ATTENTION TECHNOLOGY AND BUSINESS EDITORS**

## **Dakis Wins Integrated E-Business Solution of the Year in Microsoft Partner Program IMPACT Awards**

Microsoft Partners Program IMPACT Awards honour Microsoft Canada Co.'s top technology and solution providers

**MONTREAL, Quebec – November 16, 2004 – Dakis Decision Systems Inc. (Dakis)** announced today that it has been selected as the winner in the **Integrated E-Business Solution of the Year** in the 2004 Microsoft Partner Program IMPACT Awards. The second annual IMPACT awards recognize excellence across the large and diverse community of Canadian resellers and solution providers. More than 300 entries were submitted by technology partners from across Canada. The winners were announced at a gala event in Toronto on November 9<sup>th</sup>, 2004.

“We are pleased to honour Dakis Decision Systems Inc. as a winner in the 2004 Microsoft Partner Program IMPACT awards. Our technology partners are true leaders in their fields, successfully delivering to customers what they need when they need it,” said Lora Geron, Director of Partner Sales, Microsoft Canada Co. “With our annual IMPACT Awards, we celebrate our top technology partners who have demonstrated innovation and shown true dedication in providing superior support and service to customers.”

Dakis was chosen as the winner in the Integrated E-Business Solution of the Year for its software solution called “*the Dakis Humanized Expert*” a digital sales expert which was built on Microsoft's .Net platform.

“We are extremely honoured to receive this award in recognition of our innovation in E-Business to provide solutions that facilitate an easier way for the purchasing of services and products” said Philippe Hugron, Chief Executive Officer of Dakis Inc. “We are providing a better customer shopping experience. We believe it is important for E-Business Solutions to offer a rich interface for consumers and employees in the retail sector that will ultimately build long lasting and more profitable customer relationships, and this recognition is definitely telling us that we are on the right path.” said Mr. Hugron.

Dakis, along with other partner winners and finalists in each of the award categories, was honoured at a gala event in Toronto on November 9<sup>th</sup>, 2004.

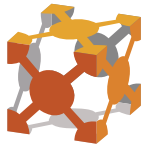
### **About the Microsoft Partner Program IMPACT Awards**

In 2003, Microsoft Canada replaced all of its previous technology partner awards with a unified program that also recognizes customer service, marketing, and contribution to the

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community. This year Microsoft Canada added seven new award categories to highlight its new Partner Program competencies, for a total of 32 awards honouring achievements from top partners.

Microsoft Partner Program IMPACT Awards were open to Systems Integrators, Large Account Resellers, Direct Market Resellers, Value Added Resellers, Distributors, Systems Builders, Authorized Education Resellers, Certified Partners for Learning Solutions, Microsoft Certified Partners, Independent Software Vendors, Channel Suppliers, Microsoft Business Solutions (MBS) Partners and Original Equipment Manufacturers.

For a list of all 2004 winners, and more information on the Microsoft for Partner IMPACT Awards, please visit <http://www.microsoft.ca/awards>.

**About Dakis Decision Systems Inc.**

Founded in 2001, Dakis Decision Systems Inc. (Dakis) has developed “the Dakis Humanized Expert,” a digital sales force built on the Microsoft .Net platform. Using artificial intelligence to make product and cross-selling recommendations, this integrated software solution is best described as an interactive purchasing advisor that both consumers and sales employees may use. Since the solution has been built around consumer purchasing behaviour and profiling, as well as the meeting of consumer needs, the end-customer is a large focus of Dakis’ activities. Additionally, by introducing versatile and comprehensive Sales Relationship Automation (SRA) solutions, Dakis empowers retailers to offer a better shopping experience and grow their profits. Through the Dakis system, retailers improve sales service offered to consumers, build long lasting and more profitable customer relationships and, moreover, improve the quantity and quality of sales team training and support.

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