



We architect, supply, implement and manage IT.

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PDS WINS NOVELL PARTNER OF THE YEAR IN END-USER COMPUTING CATEGORY

Technology Industry Leader honored for Commitment, Growth and Innovative Solution-set.

MILWAUKEE - May 21, 2010 – PDS has been named a Novell Americas Partner of the Year in the End User Computing category. The winners exemplify partners who demonstrate a commitment to providing customers value-added services and solutions leveraging Novell's leadership position in intelligent workload management, data center, end-user computing and identity and security solutions. The award also acknowledges year-over-year revenue growth, expanded certification capabilities, and a focus on increasing business opportunities across Novell's solution portfolio.

“Our vision for the future of IT requires a policy based automation of application delivery to users based on their identity,” says Austin Park, chief technology officer at PDS. “Novell's software solutions allow us to build that environment today for a user-centric computing model with best in class identity based solutions.”

“As technology and the needs of our organization change, we continue to rely on PDS and Novell to assist in whatever way possible,” says Vicki Krueger, customer service center analyst at Oneida Tribe of Indians. “Without the help of PDS, solution implementation would take two-to-three times longer than necessary.”

“It is great to be recognized by Novell for our ongoing commitment to our customers,” said Craig Schiefelbein, CEO/President at PDS. “Our goal moving forward is to continue strengthening our customer relationships by helping them implement solutions which allow greater flexibility for their end-users and improved management capabilities for their IT staff. We look forward to continuing to work with Novell to provide the best level of service and highest performance solution available.”

“Over the past year, Novell and our channel partners have worked diligently and successfully to explore new avenues for collaboration and partnership,” said John Dragoon, chief marketing officer and channel chief, Novell. “It is a privilege to recognize the exemplary effort and dedication of PDS among their customers and peers this week at the BrainShare Conference.”

About PDS

For more than 23 years, Paragon Development Systems, Inc. has been providing technology products, services and solutions to medium and large size organizations, improving the quality of life for IT departments in regions across the country. PDS architects, supplies, implements and manages IT for organizations in four primary markets: healthcare, government/higher-education, corporate, and professional services.

In addition to being a major Enterprise Tier product and service value added reseller (for manufacturers such as HP, IBM, Cisco, Microsoft and many others) PDS manufactures its own PDS-branded PCs and video solutions in an ISO 9001:2000-certified 43,000-square-foot configuration center. PDS also offers clients a single-point-of-contact, ITIL-aware resource for service management with a 24x7 help desk.

Headquartered in Oconomowoc, Wisconsin, PDS holds more than 400 certifications in technology services,



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installation and support of computer systems. PDS has been assessed and approved by National Quality Assurance, USA, an accredited ISO 9000 auditor.

About Novell

Novell is a partner-centric organization. The Novell® PartnerNet® program is built on a value-based approach that recognizes and rewards the total unique value that each partner delivers in the marketplace. Novell PartnerNet is an engine for mutual revenue growth and attainment of partnership goals through a flexible program environment that aligns resources and investment with commitment and value to drive maximum performance.

Novell PartnerNet focuses on three main areas:

- Enabling partner business growth
- Investing in partner profit potential
- Accelerating partner business success

Novell PartnerNet provides unique specialization options and enablement programs as well as access to industry-leading technical support from Novell. It also offers key sales and marketing benefits, such as Deal Registration eligibility, Market Development Funds and performance-oriented rebates. For more information, visit:

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