Denny Cherry & Associates Consulting

Denny Cherry & Associates Consulting has a combined experience of over 45 years in the IT field working for companies large and small around the world. They work with systems in a variety of configurations with a wide variety of software versions and hardware models. They have successfully completed projects of various types including data center migrations, server consolidation projects, server virtualization projects, SQL Server performance tuning projects, high availability solution design and implementation projects as well as a variety of other types of projects. The team includes multiple Microsoft MVP award winners, as well as holders of the Microsoft Certified Solutions Master certification in addition to being a Microsoft Gold Partner.

How does a Microsoft Partner help you?

The Microsoft Partner program is designed to show customers that Microsoft has faith in the solutions which the partner company is able to deliver. This is due to the vetting which the Microsoft partners must go through before being awarded with Partner status which includes Microsoft verifying with the partners clients that projects were delivered on time. This can give new customers confidence in the solutions which the Microsoft partner can deliver. The fact that we are a three person company who is a Microsoft Gold partner, when most gold partners have dozens or hundreds of employees says wonders about our ability to deliver.

How does the MVP Award help you?

The Microsoft Most Valuable Professional (MVP) Award, which is awarded annually, shows a high level of commitment to supporting the IT community at large, and includes the level of support which Denny bring to my clients. As an MVP Award recipient Denny has access to a large number of project managers and product developers on the SQL Server team at Microsoft. While his MVP Award is for supporting Microsoft SQL Server, he has also become a partner MVP for several other product groups giving him access to those product groups as well, Partner groups include Windows Clustering, System Center (which includes System Center, PowerShell, Hyper-V Virtual Machines, etc.), Data Protection Manager, and SQL Azure.

What this access gives Denny Cherry & Associates Consulting is the ability to bring issues directly to the product group members if needed. While they can't build a solution on the spot, they can tell him if there is a fix available, and what that fix is (often very quickly without the hassle and expense of contacting Microsoft Customer Support Services). If there is no patch available they can provide them with insight into the problem, and help design workarounds, which can be put in place until a fix is implemented.

How does the MCSM Certification help you?

The Microsoft Certified Solutions Master Certification (MCSM) shows a very high level of understanding and competency with the Microsoft SQL Server product. Earning the MCM certification requires passing two difficult certification exams, one written and one in lab format. While there are no official pass/fail numbers it is expected that the failure rate of the written test is approximately 90% and the failure rate of the lab is similar (one must pass the written exam before attempting the lab).

Our Microsoft Certified Solutions Masters have even more access to Microsoft. All of the Microsoft Certified Masters are on mailing lists which are hosted by Microsoft, where they are able to share information and ask each other questions about the SQL Server product. As many of the Microsoft Certified Solutions Masters are Microsoft Premier Field Engineers and Microsoft Consulting Services employees this gives you, Denny Cherry & Associates Consulting's client, through the MCSM, access to over one hundred PFEs and MCS employees.