



**For Immediate Release**

Media Contact: Stuart Ginsberg  
sginsberg@btp.net  
(917) 374-3788

## **Business Technology Partners Unveils New Website**

**New York, NY and Detroit, MI – March 22, 2010** -- Business Technology Partners (BTP), a premier technology consulting firm and managed services provider, announced today the launch of a new corporate website. Visitors can access BTP's new website at [www.businesstechnologypartners.com](http://www.businesstechnologypartners.com) or [www.btp.net](http://www.btp.net) and will discover a new look and feel, improved navigation, and quicker and easier access to a wide range of information.

Designed and developed in conjunction with OmniSource Technologies Inc., the new customer-oriented website showcases the latest in BTP service offerings, up-to-date IT industry information and easy to use information exchange capabilities. With new streamlined navigation, the site now offers a more intuitive and user-friendly experience, including links to BTP's new Twitter, YouTube blog, Facebook, and LinkedIn pages, providing even greater opportunity for open and real-time interaction with its customers through social media.

Furthermore, the new website showcases BTP's growth over the last 13 years. The site contains information on three main solutions practice areas: Technology Architecture & Engineering, Unified Communications & Networking, and Managed Services & IT Support and features information on the firm's healthcare IT initiative.

"With our new website, BTP is delivering what matters most: an easy to use and intuitive interface focused on customer care and client relationships. Through the new design, visitors can access the latest news and information from BTP and easily connect with the firm, clients, partners, and friends. Overall, we're pleased with the opportunity to provide a more open forum for our user community," said Josh Aaron, President of Business Technology Partners.

BTP has been instrumental in helping law and accounting firms, financial institutions, real estate developers, hospitality organizations, media & publishing companies, and healthcare practices and medical institutions in the New York metropolitan area to architect, design and deploy sophisticated networking, telecommunications, audiovisual, and security systems throughout the world.

### **About Business Technology Partners**

Business Technology Partners, Inc. (BTP), located in New York, NY and Detroit, MI, is a technology consulting firm that delivers tailored solutions leveraging a broad array of expertise in construction engineering and management, IT infrastructure and applications, voice and data networking, IT support, telecommunications, audiovisual and security systems. The firm has expertise in providing services and solutions for healthcare, hospitality, financial services and legal industries. BTP's technology practice areas help organizations with design/build projects, relocations, technology upgrades and corporate consolidations. BTP's client portfolio includes ABN AMRO, ADP, AHRC, Calyon, Deutsche Bank AG, Eisner LLP, Hilton, Estée Lauder, Gibbons PC, Human Rights First, JPMorgan Chase, Kramer Levin, L'Oréal, Memorial Sloan-Kettering Cancer Center, Morgan Stanley & Co., Mount Sinai Medical Center, The New York Board of Trade, PRIMEDIA, Proctor & Gamble, Reed Business, Reuters, Standard Chartered Bank, State Street Global Advisors, Time Inc., and Viacom. For more information, visit [www.btp.net](http://www.btp.net).