NACR Announces New Accreditations Supporting Business Processes, Unified Communications, and Next-Gen Contact Centers

Ongoing Addition of Certifications Enables Company to Support Multivendor Solutions and Application Development

EAGAN, Minn., Dec. 15, 2010 /PRNewswire/ -- As part of its ongoing initiative to expand its technical certifications and multivendor expertise, communications solutions provider NACR (North American Communications Resource, Inc.) today announced it has earned additional accreditations in support of the Avaya Agile Communication Environment™ (ACE) and Avaya Aura™ Contact Center.

(Logo: http://photos.prnewswire.com/prnh/20070809/AQTH118LOGO)

As the largest Avaya channel partner worldwide, NACR is a leading provider of value-added communications solutions — delivering comprehensive sales, consultative, training, and technical support, as well as managed services, maintenance, and repairs. NACR works closely with Avaya and other leading technology innovators to integrate best-in-class hardware, software, and applications into end-to-end multivendor solutions.

"The latest accreditations further demonstrate NACR's commitment to providing customers with comprehensive sales, implementation, and maintenance support for their multivendor communications, including Avaya solutions and the Nortel Enterprise Solutions (NES) products that are now part of its portfolio," said John Behnken, National Vice President of NACR.

NACR is now accredited as a Full Service provider of Avaya ACE, an open software platform for building multivendor Communications Enabled Business Processes (CEBP) and Unified Communications (UC) applications. As such, NACR is authorized to install and maintain Avaya ACE, which provides interfaces for developing custom applications and for prepackaged applications that integrate with common business platforms.

In addition, the company has earned Service Assist accreditation for sales of the Avaya Aura Contact Center — including Contact Center 7 (CC7) and Avaya's next-generation product — and will complete Full Service requirements in the near future. NACR previously completed Full Service accreditations for Avaya Business Communications Manager (BCM), Communication Server 1000 (CS1000), and Call Pilot Unified Messaging.

"By fully supporting these leading-edge solutions, NACR is helping customers bridge the gap between communications and business intelligence — enabling them to more easily integrate multivendor applications with their business processes," Behnken added.

NACR provides ongoing support for customers' multivendor solutions with monitoring and managed services through its high-tech Network Operations Centers. The company also has state-of-the-art laboratory facilities where it develops custom applications and product demonstrations, and preconfigures and tests solutions prior to deployment to a customer location.

Additionally, NACR was a key participant in the beta testing of Avaya's next-gen contact center and worked closely with Avaya to develop its own demo of the system, which customers can experience in person at NACR's facility in Eatontown, NJ, or virtually through the web.

For more information about NACR solutions, existing customers can call their NACR representatives and new customers can contact the company at **1-888-321-6227** or visit us online at **nacr.com**.

About NACR

With offices nationwide, industry award-winning NACR (Eagan, MN) is a certified Avaya Platinum Channel Partner, seven-time Avaya BusinessPartner of the Year, and a leading provider of communications solutions for businesses. Its highly trained and experienced team, with more than 300 industry-recognized certifications, delivers proven, scalable, cost-effective solutions tailored to a customer's end-to-end needs, from sales through ongoing support. Using sophisticated processes, advanced tools, and two high-tech Network Operations Centers (NOCs), NACR provides comprehensive monitoring and managed services for multivendor infrastructures. And to help customers keep pace with changing technology and business needs, the NACR Center of Excellence for Learning and Development provides training and educational opportunities. For more information, call **1-888-321-NACR** (6227) or visit **www.nacr.com** .

SOURCE NACR

For further information: Scott Sund, Vice President of Marketing of NACR, 1-800-431-1333, ext. 2502, ssund@nacr.com

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