

NACR Expands Application Development Capabilities

Company Utilizes Avaya ACE™ Foundation Toolkit to Meet Customer Needs

EAGAN, Minn., Feb. 3, 2011 /PRNewswire/ -- Continuing to expand its skills and expertise in meeting customer needs, seven-time Avaya BusinessPartner of the Year and communications integration expert NACR (North American Communications Resource, Inc.) has begun developing custom applications using the Avaya Agile Communication Environment™ (ACE) Foundation Toolkit.

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

"By developing our own applications, NACR will open up exciting new opportunities to help customers better integrate their communications with their business processes — enabling them to derive maximum value from both their technologies and their business intelligence," according to Gina Odean, Director of National Convergence for NACR.

As the largest Avaya channel partner worldwide, NACR (www.nacr.com) is the leading independent integrator of best-in-class communications, collaboration, and customer interaction solutions — delivering comprehensive sales, consultative, training, and technical support, as well as end-to-end managed services and maintenance. The company works closely with Avaya and other leading technology innovators to integrate best-in-class hardware, software, and applications into end-to-end multivendor solutions.

NACR is an accredited Full Service provider of Avaya ACE, an open software platform for building multivendor Communications Enabled Business Systems (CEBS) and Unified Communications (UC) applications. Avaya ACE provides interfaces for developing customized and prepackaged applications for integration with common business platforms, such as IBM and Microsoft.

"A company approached NACR for help reducing agent costs and satisfying regulatory compliance in its outbound contact center," Odean explained. "Specifically, we were asked to automate the call process to free agents of manual, error-prone call logging and ensure that customers are called only between the hours of 9 AM and 7 PM local time."

In response, NACR used Avaya Aura™ Session Manager and the IP Multimedia Subsystem (IMS) architectural framework to develop an application to block calls in U.S. time zones outside of 9 AM to 7 PM locally. Currently in beta testing, the application would help the contact center meet regulations, reduce agent labor and training costs, and improve call-handling rates.

"This is just one small example of how NACR can use the Avaya ACE Foundation Toolkit to create new, integrated applications that will help customers resolve real-world business issues and improve their efficiency and profitability," Odean added. NACR also utilizes its state-of-the-art laboratory facilities to develop custom applications and product demonstrations, and to preconfigure and test solutions prior to deployment to a customer location.

For more information about NACR integrated solutions, applications, and services, customers can call their NACR representative or contact the company at **1-866-436-6227**.

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 the leading independent integrator of best-in-class communications, collaboration, and customer interaction 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

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