

NACR Sponsors 2011 Wisconsin Avaya Users Group Conference

NACR to Highlight Next-Gen Solutions and Multivendor Know-How

EAGAN, Minn., March 15, 2011 /PRNewswire/ -- Solutions integration expert NACR will be a Silver Sponsor of the 22nd annual conference of the Wisconsin Avaya User Group (WAUG), March 31-April 1 in Kohler, WI. The NACR booth will feature live demonstrations of two industry-leading next-generation solutions: the [Avaya Flare™ Experience](#) and Avaya Aura™ Contact Center.

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

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 managed services and maintenance. The seven-time Avaya BusinessPartner of the Year works closely with Avaya and other leading technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions for diverse markets including enterprise, small and mid-size business, government, education, and healthcare.

WAUG is a non-profit group designed for users in Wisconsin who currently manage or maintain Avaya communications systems or products. The 2011 WAUG conference (www.waug.net/state.html) will provide members with the chance to network with industry professionals and peers, as well as a forum for sharing information and knowledge in the areas of new technology, innovations, convergence, and utilization of existing system features and enhancements.

"The conference offers NACR a great opportunity to connect with our regional customers and showcase some of the exciting new technologies we offer, including Avaya Flare and Avaya Aura," according to Dick Bourdow, Central Region Vice President of NACR. "Additionally, we'll have our Nortel experts on hand to help customers navigate their multivendor networking needs and the new options available to them through Avaya."

Launched last fall and generating much buzz in the industry, the Avaya Flare Experience provides quick, easy access to desktop voice and video, social media, presence and Instant Messaging, voice/video/web conferencing, directories, and more, via a distinctive user interface. Avaya Aura Contact Center allows organizations to leverage real-time and historical information to deliver seamless, context-sensitive customer care via voice and multimedia channels.

Visitors to the NACR booth will also be able to meet one on one with sales associates and technical specialists who provide multivendor capabilities including certifications and support for Nortel sales, installation, and maintenance in addition to the complete Avaya product line.

In addition, NACR representatives Mitch Loomans, Georgene MacLennan, Steve Zoellner, and Linda Siebrandt will be featured presenters in conference breakout sessions addressing how to create a plan for migrations and upgrades; the Avaya Aura messaging roadmap; the Nortel portfolio and evolution to Avaya Aura; and the Avaya Aura Contact Center roadmap.

WAUG members who will be attending the event can contact their NACR National Account Manager (NAM) to arrange a meeting at the event. New customers and interested organizations that want more information can also contact NACR at **1-888-321-6227**.

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.

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

Additional assets available online: [Photos \(1\)](#)

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