NACR Sponsors Avaya Users Group Meeting in Dallas/Fort Worth
NACR Features Next-Gen Collaboration and Contact Centers in Meeting at Avaya

EAGAN, Minn., March 24, 2011 /PRNewswire/ -- Solutions integration expert NACR hosted 35 Avaya users from the Dallas/Fort Worth area in a March 23 meeting that highlighted next-generation collaboration and contact center solutions built on the Avaya Aura® platform. The luncheon and information sessions were held at the Avaya offices in Coppell, TX.

(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 company works closely with Avaya and other technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions for diverse markets.

"This Users Group Meeting provided a great forum for connecting with our local customers and showing how we can help them protect existing investments while embracing some of the exciting new technologies that are available to them," according to Klaus Hillmann, NACR Sales Director for the region. "It also gave us an added opportunity to tell heritage Nortel customers about our multivendor credentials and our ability to help them evolve their networks using the latest Avaya solutions."

Avaya Aura is the core communications platform supporting unified communications and contact center solutions for midsize to large enterprises. Leveraging a SIP architecture and virtualization technology, it simplifies complex networks and enables faster, easier deployment of communications capabilities such as voice, video, messaging, and presence.

The first half of the meeting addressed the latest solutions to support unified communications and collaboration, including Avaya Flare™ and the Avaya one-X® family of video conferencing solutions. Launched last fall and creating a 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.

The second half of the meeting focused on the SIP-based Avaya Aura Contact Center, which allows organizations to leverage real-time and historical information to deliver seamless, context-sensitive customer care via voice and multimedia channels. The session included a live demonstration of the solution.

"As consumers adopt new media and demand more flexibility from the companies they do business with, NACR is committed to helping our customers tap into the right technologies to satisfy that demand and do it cost-effectively," according to David Garlich, Southern Region Vice President of NACR. "By staying connected through local events such as the Dallas/Fort Worth User Group Meeting, we can give our customers more opportunities to learn about technology and explore their options."

For more information about NACR solutions, services, and upcoming events, existing customers can call their National Account Manager (NAM); new customers can 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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