

NACR Continues to Expand Full Support for Former Nortel Customers

NACR's New Hires and Multivendor Expertise Benefit Avaya and Nortel Users

EAGAN, Minn., May 10, 2011 /PRNewswire/ -- Solutions integration expert NACR continues to build its multivendor resource pool in support of Avaya's heritage Nortel customers, adding new certifications, implementation expertise, and a team dedicated to meeting the needs of this unique customer base.

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

As one of the largest Avaya channel partners 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.

"NACR has a highly trained and growing team of experts in place to help Nortel customers evolve their networks to protect existing investment while taking advantage of the new capabilities available to them through next-generation Avaya solutions," according to John Behnken, National Vice President of NACR. "Our technicians continually add to their list of certifications to meet the needs of not only Nortel customers, but any customer with a multivendor environment."

NACR recently expanded its Nortel implementation resources with the hiring of staff for a core Nortel team including a Tier 3 Implementation Support Engineer, a Senior Project Manager, a Senior Software Specialist, and an Implementation Technician/Engineer. Heritage Nortel customers were already supported by a dedicated maintenance team based out of NACR's high-tech Network Operations Center (NOC) in Eatontown, NJ.

Additionally, the company's commitment to supporting Nortel customers includes the NACR Blue Council — a group of dedicated employees with certifications and experience in Nortel sales, technology, and marketing. The council, which is chaired by Behnken, meets regularly to discuss Nortel customer needs and challenges, and is available to consult with individual customers to offer specific solutions and support.

NACR will also reach out to Nortel customers as a Bronze sponsor of the upcoming International Avaya Users Group (IAUG) Global Conference 2011, May 22-26 at Caesars Palace in Las Vegas, NV. With more than 6,000 members, IAUG combines the previous Avaya and heritage Nortel user groups into one of the world's largest international organizations for communications technology professionals.

During the conference, the NACR Blue Council will be at the company's booth (#527) to showcase NACR's multivendor certifications and its support for implementation and maintenance of heritage Nortel products in addition to the complete Avaya product line. "We are excited to meet the Nortel users at IAUG to talk about NACR's credentials and how we can help customers integrate Avaya technologies to add value to their communications solutions," said Behnken. NACR's booth will feature live demonstrations of two of its industry-leading solutions — [Avaya Flare®](#) and Avaya Aura® Contact Center — plus its managed services and new Customer Portal.

Customers are encouraged to stop by NACR's booth during the conference to confer with the Nortel experts and receive a free gift. IAUG members who plan to attend can contact their NACR representative or call the company at **1-888-321-6227** ahead of time to arrange a consultative meeting at the event.

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.

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

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

<https://onec1.mediaroom.com/2011-05-10-NACR-Continues-to-Expand-Full-Support-for-Former-Nortel-Customers>