NACR Announces Nationwide Interactive SIP Roadshow
Unique NACR Event to Host Customers in 15 Cities in June, 15 More in the Fall

EAGAN, Minn., June 1, 2011 /PRNewswire/ -- Solutions integration expert NACR will hit the road this June to offer customers in 15 cities a unique and informative event called "Try a SIP." Combining the concepts of speed dating and happy hour, the roadshow will use a fast-paced roundtable format to deliver valuable information in a casual and highly interactive setting.

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

As one of the largest Avaya channel partners worldwide, NACR 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 is excited about our new roadshow format, which does away with formal presentations and instead gives attendees the opportunity to move around the room to get a taste of three different SIP-related topics and participate in give-and-take discussions at each table," says John Behnken, National Vice President of NACR. "In between, attendees will have time to enjoy refreshments while they socialize with peers and NACR's SIP experts."

Held late afternoon into early evening ("happy hour"), the roadshow will be run by local NACR sales teams along with NACR and Avaya engineers and solution architects who are highly certified in multivendor technologies and experienced in SIP along. After an initial welcome with cocktails, appetizers, and introductory remarks, attendees will visit three tables in 20-minute rounds, delving into these topics:

- "Customers, SIP, and the Contact Center" will discuss how SIP technologies are being deployed by both small and large businesses to personalize service, optimize the customer experience, and gain intelligence about their own brands.
- "To SIP or Not to SIP?" will explore the technical requirements to implement SIP, including considerations in the areas of bandwidth, applications, software versions, and carrier services, as well as the upfront costs and relevance for a business.
- "The True Story Behind SIP, Cost Reductions, and ROI" will explain the differences between SIP trunking and SIP services, and what is important to know about each as a business weighs the benefits of investment in SIP.

During refreshment breaks between rounds, attendees will also be able to see demonstrations of the Avaya Flare® Experience — a groundbreaking software that leverages the SIP-based Avaya Aura® communications platform to deliver real-time communications and collaboration tools to the desktop.

"'Try a SIP' promises to be as informative as a seminar, as interactive as speed dating, and as much fun as happy hour," Behnken added. "Any IT professional or decision maker responsible for evaluating new communications solutions for his or her business can benefit from this unique NACR roadshow experience."

The first wave of sessions of "Try a SIP" will be held in Detroit and Grand Rapids, MI; Oakbrook, IL; Miami and Tampa, FL; Dallas, Austin, and Houston, TX; Atlanta, GA; Denver, CO; Santa Ana and Sacramento, CA; St. Louis, MO; Milwaukee, WI and Portland, OR. NACR will then bring the roadshow to 15 more cities in Fall 2011

Anyone interested in attending "Try a SIP" can go to **www.nacr.com/News&Events** for a list of the cities and details on how to register. Existing customers can also contact their NACR representative for more information.

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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