

NACR Enhances Relationships and Reach with International Alliance Program

Customers Benefit from NACR Global Expansion Including Membership in Aura Alliance of Avaya BusinessPartners

EAGAN, Minn., Aug. 23, 2011 /[PRNewswire](#)/ -- Technology solutions integration expert NACR is actively expanding its worldwide profile and reach through initiatives including the Aura Alliance, an international group of Avaya BusinessPartners working together to provide global support for multinational enterprises. Membership in the Aura Alliance is one component of NACR's International Alliance Program, which is designed to build the company's global relationships and offer NACR customers greater access to products and services overseas.

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

"NACR is proud to join the Aura Alliance and team up with other BusinessPartners to create a global network for deploying high-quality solutions, backed by consistent and coordinated support, to customers around the world," according to Tom Roles, President and CEO of NACR.

As an Avaya Platinum BusinessPartner and 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 leading technology innovators to integrate the hardware, software, and applications into end-to-end multivendor solutions for diverse markets.

As a member of the Aura Alliance, NACR will partner with members from other countries to provide products and services to enterprises that want to expand their business into the United States. Additionally, NACR's international alliances enhance the company's ability to deliver overseas solutions and support to its own multinational customers that are seeking new markets abroad.

Members of the Aura Alliance must meet the highest standards and adhere to the Avaya Connect program requirements, ensuring a globally consistent framework for processes, pricing, training, and certifications. NACR was recruited to the Aura Alliance by Tony Parish, CEO of the group.

"NACR's national organization fills important gaps in our USA coverage but, as with all members, it is the quality of NACR's skills and experience that is most important to the Aura Alliance," said Parish. "Invariably, Alliance customers are large, international organizations that demand flawless deployment of complex communications systems across countries differing in their service levels, pricing, and languages. Managing projects like these needs the highest levels of Avaya accreditation, extensive experience in converged networks, and people you can work with. NACR ticks all these boxes."

According to John Behnken, National Vice President of NACR, "Our membership in the Aura Alliance puts more global resources at our disposal, enabling us to offer our customers one source for high-quality Avaya solutions wherever their business takes them — and with the same personalized support, attention to detail, and single point of contact they count on as customers of NACR."

For more information about NACR and its solutions for domestic and global businesses, customers can call their NACR representative or contact the company 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.

SOURCE NACR

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