

NACR Hosts Second, Free Nationwide SIP Roadshow in Fall 2011

Popular Interactive Event Goes Back on the Road for Customers in 15 Cities

EAGAN, Minn., Aug. 30, 2011 /[PRNewswire](#)/ -- Solutions integration expert NACR will hit the road again this Fall to offer customers in 15 cities a fun and informative event called "Try a SIP." Using a successful new format that combine the concepts of speed dating and happy hour, this free roadshow offers attendees valuable information in a fast-paced, 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.

"The feedback on our first series of roadshow events was so positive, with raves for the content as well as the venues and refreshments, that we can't wait to take 'Try a SIP' back on the road," according to John Behnken, National Vice President of NACR. "Attendees love the casual format and how it is organized to optimize the delivery of information in a short period of time."

Instead of using formal presentations in a corporate setting, NACR's free roadshow mimics "speed dating" by letting attendees move from table to table to learn about different SIP-related topics and participate in lively roundtable discussions. In the spirit of "happy hour," the event is held after work at an upscale restaurant where attendees can enjoy refreshments while networking with peers and NACR staff between roundtables.

Each event is run by local NACR sales teams along with NACR and Avaya engineers and solution architects who are certified in multivendor technologies and experienced in SIP. After introductory remarks with cocktails and appetizers, attendees visit three tables in 20-minute sessions to explore these topics:

- "Customers, SIP, and the Contact Center" discusses 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?" explores 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" explains 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.

Attendees can also see demonstrations of Avaya Flare® software, which leverages the SIP-based Avaya Aura® communications platform to deliver real-time communications and collaboration tools to the desktop.

"Unlike other events customer might have been to with other companies, 'Try a SIP' is designed to be as fun as it is informative — no death by PowerPoint!" says Behnken. "With dynamic speakers, humor, and plenty of opportunities to be part of the discussion, this unique NACR roadshow is sure to be a beneficial and enjoyable experience for virtually any IT professional or decision maker."

The Fall sessions of "Try a SIP" will be held in Appleton, WI, on September 13; Baton Rouge, LA, September 14; Phoenix, AZ, and Bridgewater, NJ, September 15; Cleveland, OH, September 20; Charlotte, NC, September 21; San Diego, CA, and Des Moines, IA, September 22; Miami Lakes, FL, and Philadelphia, PA, September 27; Seattle, WA, September 29; Minneapolis, MN, October 4; Kansas City, MO, October 5; Omaha, NE, October 6; and San Antonio, TX, October 12.

Anyone interested in attending the free roadshow can go to www.nacr.com for details on how to register or 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.

SOURCE NACR

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