NACR CallNACK, a Branded Application for Contact Centers and Call Management, Now Rated "Avaya Compliant"

- Leading-Edge Company Developed CallNACK to Meet Customer Needs for Better Call Control

EAGAN, Minn., Dec. 6, 2011 /PRNewswire/ -- NACR, a leading solutions integration expert, today announced that its CallNACK application is compliant with key collaboration solutions from Avaya, a global provider of enterprise communications systems, software and services.

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

CallNACK is designed to help businesses fine-tune their contact center operations, improve call handling, and enhance customer service. The application is now compliance-tested by Avaya for compatibility with: Avaya ACE™, Avaya Aura® Communication Manager, and Avaya Aura® Session Manager.

"Everyone at NACR is extremely excited about our expansion into the world of applications development," according to Gina Odean, National Convergence Director for NACR. "What started as an idea to help one customer improve their contact center has grown into an opportunity to help many customers better integrate their communications with their business processes — enabling them to get more value from their technologies as well as their business intelligence."

NACR is one of the largest Avaya channel partners worldwide and a 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, maintenance, and repairs. NACR works closely with Avaya to integrate the latest hardware, software, and applications into end-to-end multivendor solutions.

NACR's versatile CallNACK application provides a managed approach to call handling, with multiple uses and options, including:

- Enabling a company to proactively check its outbound calling lists against the national database to ensure compliance with the Do Not Call registry
- Enforcing local calling hours so that customers are called only between certain hours, such as 9 AM to 7 PM local time
- Automating the call process to free employees from manual, error-prone call logging
- Routing calls based on customer preferences via database lookup, without the need for complex computer-telephony integration
- Displaying a company's Caller ID based on the customer's location — for example, displaying a locally-used business name and telephone number

As a sequenced application that is standards-based and can be provisioned to users distributed across a network of multivendor IP telephony systems, NACR CallNACK can be deployed over multiple sites and adapted for managing company-wide calling. The application can also be customized to meet a company's specific business or contact center need.

NACR developed CallNACK, utilizing its own state-of-the-art laboratory facilities and the Avaya Agile Communication Environment (ACE) Foundation Toolkit, which provides interfaces for developing customized and prepackaged applications for integration with common business platforms, such as IBM and Microsoft.

As a Technology Partner in the Avaya DevConnect Program, NACR is eligible to submit products for compliance testing by the Avaya Solution Interoperability and Test Lab, where a team of Avaya engineers develops a comprehensive test plan for each application to verify whether it is Avaya compatible. Doing so enables businesses to confidently add best-in-class capabilities to their networks without having to replace their existing infrastructure—speeding deployment of new applications and reducing both network complexity and implementation costs.

"Technology partners like NACR are demonstrating the value of ACE by communication-enabling a range of business applications," said Eric Rossman, vice president, developer relations, Avaya. "Helping our joint customers enhance their customer service and improve the efficiency of their operations illustrates the benefits of using ACE for application development."

For more information about NACR integrated solutions, applications, and services, 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, eight-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 600 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, visit **www.nacr.com** .

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information, please visit **www.avaya.com** . For more information on the Avaya DevConnect program, visit **www.avaya.com/devconnect** .

Additional assets available online: Photos (1)

https://onec1.mediaroom.com/2011-12-06-NACR-CallNACK-a-Branded-Application-for-Contact-Centers-and-Call-Management-Now-Rated-Avaya-Compliant