

## **AVST Earns Preferred Partner Status from NACR**

### **NACR and AVST Deliver Best-of-Breed, Interoperable Unified Communications**

EAGAN, Minn., May 27, 2014 /PRNewswire/ -- Technology solutions integration expert [NACR](#) is pleased to announce that [Applied Voice & Speech Technologies, Inc. \(AVST\)](#), a leading independent developer of software-based unified communications (UC) solutions, has been named an NACR Preferred Partner.

NACR is a leading global integrator of best-in-class communications solutions and services, and a trusted advisor to more than 5,500 customers ranging from small businesses to *Fortune*® 100 and global enterprises. The company works closely with AVST and other technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions for diverse markets.



"Expanding our partner portfolio and partnering with technology leaders is an important part of NACR's best-of-breed approach to a seamlessly converged infrastructure and our ability to meet customer needs," according to Gerry Pearce, Vice President of Services Development at NACR. "With 30 years of experience in multivendor infrastructure, AVST offers UC solutions that deliver unprecedented interoperability into any customer environment — Avaya, Microsoft, Unify, you name it! Coupled with our strong partnership, this enables NACR and AVST to work together to successfully integrate new mobile, voice, and business process applications that protect customer investments while setting the stage for the future."

"AVST is excited to be an NACR Preferred Partner, with the opportunity to build on our relationship and achieve our shared goal," said Denny Michael, Vice President of Marketing at AVST. "Together, NACR and AVST deliver UC solutions that align with today's key trends, provide capabilities to enhance mobility and business productivity, and future-proof technology to support a customer's vision for tomorrow."

NACR established its Partner Program to identify top partners, nurture long-term relationships, and promote partner solutions with customers. Companies can qualify for one of three tiers of partnership based on criteria including national presence and regional support, ease of doing business, revenue, lead generation, parts support, technical training, and customer service. In return, partners receive NACR marketing and business development support designed to highlight the relationship, the partners' capabilities, and the benefits of their solutions to customers.

To learn more about NACR and AVST solutions, contact your NACR representative or call the company at **1-888-321-NACR** (6227).

#### **About NACR**

As a leading global integrator of business communications solutions and services since 1993, NACR has been a trusted advisor to more than 40% of the *Fortune* 100 companies, helping them use technology to enhance the collaboration, contact center, and data communication experience. We serve as a single source for consulting, implementation, project management, training, maintenance, and managed services that improve productivity, efficiency, and customer service. With a team of over 900 customer-focused and certified employees, we have consistently been recognized by our partners, suppliers, and customers for excellence. For more information, visit: [www.nacr.com](http://www.nacr.com)

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