

NACR Named Best Defend and Grow Partner at Avaya Conference

Communications Solution Leader NACR Recognized for Outstanding New Sales

EAGAN, Minn., Oct. 21 /PRNewswire/ -- Yesterday, communications expert NACR (North American Communications Resource, Inc.) was named Best Defend and Grow Partner by Avaya Inc. in recognition of the most net new sales for FY 2010. The Defend and Grow campaign was announced in 2009 to increase net new business to Avaya. The award was announced during the Avaya 2011 Americas Partner Conference, held October 19 through today in Las Vegas, NV.

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A seven-time Avaya BusinessPartner of the Year, NACR is the largest Avaya channel partner worldwide and a leading nationwide provider of value-added communications solutions — delivering comprehensive sales, consultative, training, and technical support, as well as managed services, maintenance, and repairs. Avaya is a global leader in business communications systems, software, and services.

"Avaya is vital to the success of NACR and the comprehensive solutions we provide to our customers," according to Tom Roles, President and CEO of NACR. "So in turn, it is extremely gratifying to be recognized by Avaya for our contributions to its business success."

NACR works closely with Avaya and other leading technology innovators to integrate best-in-breed hardware, software, and applications into best-in-class multivendor solutions including VoIP, convergence, mobility, collaboration, unified messaging, and contact centers.

"Everyone here at NACR is honored to be recognized for growth in sales of Avaya products and supporting services," said John Behnken, National Vice President of NACR. "Our leadership in continuing to obtain new customers and grow our revenue is a testament to not only the value of our solutions, but also the quality of our customer relationships and the personalized consultative support we provide."

NACR's consultative and technical support includes network readiness, design, implementation, and testing services, as well as remote diagnostics and resolution, maintenance, refurbishment, and repairs. The company's services portfolio is supported by a team of certified engineers and technicians, as well as state-of-the-art Service and Support Centers (SSCs) featuring high-tech network monitoring and management capabilities.

The Avaya 2011 [Americas Partner Conference](#) was expected to draw more than 1,000 Avaya partners from the U.S., Canada, and Latin America. In addition to conference speakers, the event included an exhibit hall featuring Avaya DevConnect Partners.

For more information about NACR solutions and services, existing customers can call their NACR representatives and new customers can contact the company at **1-651-796-6680**.

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 a leading provider of communications 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.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, data solutions, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com

SOURCE NACR

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