

NACR to Be Featured Presenter at WTA Education Conference

NACR Will Highlight UC, Multivendor Expertise, Next-Gen Solutions, and Services

EAGAN, Minn., May 12, 2011 /PRNewswire/ -- Solutions integration expert NACR will be a featured presenter at the upcoming 25th Annual Education Conference of the Wisconsin Telecommunications Association (WTA), Thursday May 26 at Waukesha County Technical College in Pewaukee, WI. In addition to providing one of eight educational sessions offered at the event, NACR will be among a small group of technology vendors to have a booth during the daylong conference.

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

As 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 technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions for diverse markets.

WTA is a non-profit association dedicated to providing education, training, and networking to telecommunications professionals. Membership is open to individuals and corporations interested in the advancement of IT services and products. With its partners — such as WTA Silver sponsors NACR and Avaya — the organization offers monthly meetings in addition to the Education Conference and other yearly events.

"NACR is proud to sponsor WTA and contribute to its 2011 Education Conference, which offers us a great opportunity to network with IT professionals and decision makers in Wisconsin, and demonstrate added value through technology," according to Dick Bourdow, Central Regional Vice President of NACR. "This year, we are especially excited to present one of the breakout sessions, which feature topics requested by and of particular interest to WTA members."

The company's session — titled "Help, I Need a Plan! Sorting Out Your Roadmap for Unified Communications (UC)" — will be presented by Mitch Loomans, Advanced UC Solutions Architect at NACR. Its goal is to help IT professionals and decision makers get started in the quest for UC and understand the factors that need to be considered when defining a UC strategy.

"Applied the right way, UC can be a powerful tool to help organizations become more collaborative, driving improved efficiencies, productivity, and overall communications," said Bourdow. "Mitch's presentation is designed to help people sort through the clutter and develop a smart UC strategy that delivers the benefits they seek."

Other topics at WTA's conference will include a keynote address on collaboration and social technologies, and breakout sessions on social media, VoIP and UC, SIP trunking, mobile convergence, infrastructure planning, collaboration tools, and virtualization.

The NACR booth will showcase the company's solutions and services, including its multivendor certifications and expertise in both Avaya and heritage Nortel solutions, and its managed services offers. The booth will also feature next-generation solutions such as Avaya Aura™ Contact Center.

The 2011 Education Conference is free to WTA members and also open to non-members for a small fee; anyone interested can learn more and register for the event at the WTA's website (www.wta-wi.org). NACR customers who plan to attend should contact their National Account Manager to arrange a meeting at the event.

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.

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