C1 MediaRoom

NACR a Certified Reseller Partner of Acme Packet

Leading-Edge Companies Team Up to Meet Customer Networking Needs

EAGAN, Minn., Oct. 4, 2011 /PRNewswire/ -- Solutions integration expert NACR has been upgraded to a Certified Partner of Acme Packet, the leader in session delivery network solutions. As a Certified Partner, NACR is qualified to provide sales and installation support for customers adopting Acme Packet solutions; together, the two companies enable market-leading technology for Session Initiation Protocol (SIP) based enterprise networks.

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

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

Acme Packet is the leader in session delivery network solutions, enabling interactive voice, video, and unified communications and data services across IP network borders. The company was recently named to *Fortune* magazine's annual list of 100 Fastest-Growing Companies, ranking number one in Massachusetts-based companies, in the top eight of fastest-growing technology companies, and 25th overall.

"NACR is thrilled to partner with Acme Packet and deliver new levels of product interoperability for evolving IP networks," according to Gina Odean, National Convergence Director at NACR. "In addition to being incredibly easy to do business with — which is a pleasure for us and also speeds time of implementation for our customers — Acme Packet offers vendor-agnostic solutions that enable us to help customers move smoothly, securely, and reliably from traditional TDM-based networks to SIP-based networks."

SIP enables efficient use of existing resources, rapid implementation, and a high level of scalability for IP communications, allowing businesses to manage costs and grow their networks incrementally as their needs change. The technology is increasingly being deployed by businesses of all sizes for unified communications and remote worker solutions, and in contact centers for personalizing service, optimizing the user experience, and gathering market intelligence.

"NACR's expertise as a leader in both SIP and multivendor enterprise solutions makes the company a great partner for Acme Packet," according to Mark Vella, Vice President of Global Business Development at Acme Packet. "Together, we can help customers take full advantage of next-generation communication applications and services by providing IP communication network security, interoperability, and reliability."

For more information about these solutions and how they can help your business, contact your NACR representative or call **888-321-6227.**

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, visit **www.nacr.com** .

About Acme Packet

Acme Packet (NASDAQ: APKT), the leader in session delivery network solutions, enables the trusted, first-class delivery of next-generation voice, data, and unified communications services and applications across IP networks. Our Net-Net product family fulfills demanding security, service assurance, and regulatory requirements in service provider, enterprise and contact center networks. Based in Bedford, MA, Acme Packet designs and manufactures its products in the USA, selling them through over 150 reseller partners worldwide. More than 1,440 customers in 105 countries have deployed over 13,000 Acme Packet systems, including 90 of the top 100 service providers and 34 of the *Fortune* 100. For more information, visit www.acmepacket.com.

SOURCE NACR

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