

NACR Welcomes Ritchey as Director of Solution Architecture/Design and Collaboration for Southern Region

Robert Ritchey Joins Leading Solution Integrator and Avaya Partner

EAGAN, Minn., Oct. 11, 2011 /PRNewswire/ -- Seven-time Avaya BusinessPartner of the Year and communications integration expert NACR is pleased to announce that Robert Ritchey has joined the company as Southern Regional Director of Solution Architecture/Design and Collaboration effective October 10, 2011. He reports to David Garlich, Southern Regional Vice President of NACR, and is based in Spartanburg, SC.

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

As one of the largest Avaya channel partners worldwide, NACR 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 leading technology innovators to integrate the hardware, software, and applications into end-to-end multivendor solutions for diverse markets.

"We are thrilled to welcome Robert to NACR, where his expertise in the discovery, design, and delivery of total solutions in a multivendor environment will help us provide even greater added value for our customers," said Garlich.

A regional team of advanced engineering, architecture, and design specialists will report to Ritchey, whose role at NACR includes helping to guide the company's strategic direction in technologies and partnerships. He will also be involved in developing training programs to help regional employees expand their career horizons as well as their technical expertise.

"I'm extremely happy to join NACR and take part in helping the company build people and capitalize on its momentum to achieve further growth," said Ritchey. "I'm especially excited about NACR's direction in evolving technologies and bridging the gap between traditional communications and the new generation of social networking media."

Ritchey comes to NACR after more than a decade at XETA Technologies, where most recently he served as Director of Solution Engineering, overseeing an organization of 25 engineering and coordination staff to transform a legacy telephony company into a technology solutions integrator. Under his leadership, the organization transformed to a more solution architect focus; developed an advanced applications and infrastructure team to support a wide range of offers; grew its security and unified communications practices; developed new implementation and professional services pricing models; and coordinated and on-boarded manufacturers within a new product introduction process.

Ritchey's previous positions at XETA — where he worked extensively with Avaya telephony platforms as well as other manufacturers' data, applications, and unified communications platforms — included Solution Engineering Manager and Solution Architect. Prior to that, he was a Communication Manager at Adidas America/EDS from 1995 to 2000. His technical background also includes training in Avaya telephony and Nortel data and wireless infrastructure, as well as wired and wireless solutions from HP and Juniper Networks. His latest focus areas have included unified communications, social media, and the development of a security practice.


For more information about NACR and its solutions for business, customers can contact their NACR representative, call **1-888-321-6227**, or visit www.nacr.com.

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.

SOURCE NACR

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Additional assets available online:  [Photos \(1\)](#)

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