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Solutions Integrator NACR Celebrates Success in 2011

Leading-Edge Company Expands Resources and Offers While Achieving Growth

EAGAN, Minn., Dec. 20, 2011 /PRNewswire/ -- Despite a soft economy, solutions integration expert NACR is marking the end of the year by celebrating its many successes — including expected growth of 21% for 2011 over 2010 — while looking forward to more opportunities in 2012.

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"NACR continues to thrive by focusing on meeting customer needs and investing in resources that help us deliver even more value to our customers and partners," according to Tom Roles, President and CEO of NACR. "Looking ahead to 2012, we anticipate building our multivendor team and expertise even further, expanding our Managed Services and other robust service offerings, and continuing to grow our customer base."

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 in the United States — delivering comprehensive sales, consultative, training, and technical support, as well as managed services, maintenance, and repairs. The company works closely with Avaya and other leading technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions for diverse markets.

Among the highlights of 2011, NACR was named U.S. Enterprise Partner of the Year at Avaya's 2012 U.S. Sales & Partner Conference in Las Vegas, NV. NACR has been honored as Avaya's BusinessPartner of the Year eight times and won this most recent award based on business expansion in both people and technical capabilities, and strong sales performance in all categories over the previous year. Earlier in 2011, NACR was also named Enterprise Business Partner of the Year by Catalyst Telecom.

NACR continues to build on its years of experience in providing multivendor maintenance and services by adding new certifications, implementation specialists, and a team dedicated to meeting the needs of Avaya's heritage Nortel customers. NACR also expanded its multivendor managed services team by adding a dedicated Managed Services Expert in every region across the country.

In addition, the 2011 acquisition of NorthPark Group —an IT specialty consulting firm that provides Program and Project Management services for *Fortune* 500 companies — by NACR's parent company, ConvergeOne, LLC, enabled NACR to offer additional strategic services and support options to customers.

NACR also made a bold move into custom applications, launching CallNACK — the first NACR-branded application developed and compliance-tested under the Avaya DevConnect program. "Designed in response to one customer's specific need and adapted to meet multiple needs, CallNACK is the first of what we hope will be many applications that NACR will create to enhance the value of business communications for a wide range of customers," said Roles.

NACR continued to expand it physical presence across the country, opening a regional sales office in downtown Bellevue, WA, to serve customers in the Seattle-Portland corridor and throughout the Pacific Northwest, as well as a new sales office in Houston, TX. NACR also actively expanded its worldwide reach by joining the Aura Alliance, an international group of Avaya Business Partners working together to provide global support for multinational enterprises.

"At NACR, we never waver from our commitment to enhancing our portfolio of solutions and services, and providing more ways to deliver personalized customer support," according to John Behnken, National Vice President of NACR. "In addition to investing in ongoing training and experienced staff to meet specific customer needs, we continue to offer opportunities for customers everywhere to learn more about the latest technologies and how to maximize the value of their business communications."

For example, more than 750 customers in 30 cities across the country attended NACR's "Try a SIP" roadshow in the spring and fall of 2011. Using an interactive roundtable format that mimics "speed dating" rather than formal presentations, the roadshow offered attendees valuable information on a choice of SIP-related topics in a fun, fast-paced, casual setting. "The event was so popular among our customers that we hope to use the same format in a new roadshow in 2012 — bringing information on another hot topic to the places where our customers do business," said Behnken.

The company continued to expand the NACR Center of Excellence for Learning and Development (COE) and its online training portal, the Learning Management System (LMS), offering course paths across topics — such as Avaya Aura™ Communication Manager (AACM), Modular Messaging, or CMS — and for every skill level from beginner to advanced, as well as customized training to meet specific requirements.

NACR also continued its outreach to public sector organizations including K-12 and higher education, as well as state and local government. For example, the company was recognized for attendance and sponsorship of all regional events of the National Association of State Technology Directors (NASTD) at the organization's Annual Conference and Technology Showcase, which NACR also sponsored.

NACR reached out to business communications and technology consultants by launching a quarterly e-newsletter called *Synergetic*, providing information to help them build their expertise. (Consultants can sign up for a free subscription online at this link) "Moving forward, we will continue building our relationships with consultants by participating in regional events and offering education on NACR and partner solutions that can help consultants deliver added value to their customers," according to Roles.

For more information about NACR integrated solutions, applications, and services, customers can call their NACR representative, contact the company at **1- 888-321-6227**, or visit online at **www.nacr.com** .

About NACR

With offices nationwide, industry award-winning NACR (Eagan, MN) is a certified Avaya Platinum Channel Partner, eight-time Avaya Business Partner 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 600 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** .

SOURCE NACR

For further information: Scott Sund, Vice President of Marketing of NACR, 1-800-431-1333, ext. 2502, ssund@nacr.com

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