

NACR Hosting New Interactive Technology Roadshow for 2012 Popular "Happy Hour" Goes on the Road for Customers in 7 Cities, More Next Fall

EAGAN, Minn., April 17, 2012 /PRNewswire/ -- Solutions integration expert NACR is hitting the road this spring to offer customers the opportunity to have fun while they learn about the latest technologies. Combining the concepts of speed dating and happy hour, NACR Roadshow 2012 will use a roundtable format to deliver valuable information in a casual and highly interactive setting.

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

"Attendees of last year's roadshow told us they love the format and how it is organized to optimize the delivery of information in a short period of time," says John Behnken, National Vice President of NACR. "Instead of formal presentations, we give attendees the opportunity to move around the room to select different topics and participate in lively give-and-take discussions— and in between, to enjoy refreshments while they socialize with their peers and NACR's technology experts."

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.

The Spring sessions of NACR Roadshow 2012 will visit seven cities, with more to come in the Fall. Held late afternoon into early evening ("happy hour"), each event is run by local NACR sales teams with NACR and Avaya engineers and solution architects who are certified in multivendor technologies. After a welcome with cocktails, appetizers, and introductory remarks, attendees can visit two of three tables, choosing from these topics:

- "SIP with NACR" — where NACR's self-professed "SIP nerds" will answer questions and help participants explore the possibilities of SIP, including customer examples, company scenarios, and real-world benefits
- "Social Media and the Contact Center" — where NACR's contact center specialists will be on hand to talk about the trends and how participants can leverage social media tools to help their contact centers succeed
- "What does UC mean to U?" — where participants can share how they define Unified Communications and talk with NACR's UC gurus to explore industry trends and available options, with examples of how actual NACR customers are attaining ROI and increased productivity with UC

"Unlike other events a customer might have been to with other companies, NACR's roadshows are designed to be as fun as they are informative — with dynamic speakers, humor, and plenty of opportunities to participate," says Behnken. "Any IT professional or decision maker can benefit from this unique experience."

The Spring sessions of NACR Roadshow 2012 will be held in Denver, CO, and Philadelphia, PA, on May 17; Dallas, TX, on June 6; San Diego, CA, on June 7; Minneapolis, MN, on June 12; New York, NY, on June 14; and St Louis, MO, on June 19. NACR will then bring the event to more cities in Fall 2012.

Anyone interested in attending NACR Roadshow 2012 can go to www.nacr.com for more details and to register. Current NACR customers can also contact their NACR representative for more information.

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, call **1-888-321-NACR** (6227) or visit www.nacr.com .

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