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NACR SIP Expert Published by IAUG

Article by NACR Convergence Director Gina Odean Appearing in IAUG Insights Journal

EAGAN, Minn., June 26, 2012 /PRNewswire/ -- Solutions integration expert NACR is pleased to announce that Gina Odean, NACR National Director of Converged Solutions will be published in the Summer edition of *IAUG Insights*, the official journal of the International Avaya Users Group (IAUG). With more than 5,000 members, IAUG is one of the world's largest international organizations for communications technology professionals and is the primary resource for education, networking, and advocacy for Avaya's global customer community.

(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 in the United States — delivering comprehensive sales, consultation, training, and technical support, as well as managed services, maintenance, and repairs. 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.

"It was an honor to contribute an article to *IAUG Insights* and have the opportunity to help the organization's members understand and adopt the latest technologies," according to Odean. "Particularly in emerging areas such Session Initiation Protocol (SIP), NACR is expert in helping decision makers and IT professionals get the information they need to deploy new solutions in an intelligent and cost-effective way."

Odean has more than 30 years of experience in the telecommunications industry, including roles in PBX engineering, voice networking design, data networking, sales engineering, sales, and sales management. As NACR's National Director of Converged Solutions for the past 10 years, she leads an expert team that is dedicated to providing pre-sale and post-sale engineering, professional services, and technician support for all VoIP and SIP deployments nationwide. She has built the team from one sales engineer to 30 people holding a vast array of certifications in SIP, Avaya, Cisco, Extreme Networks, and Juniper, to name just a few.

"With SIP now having a firm foothold in telecommunications infrastructure, we at NACR are here to help customers through the testing, modifying, and troubleshooting that these new solutions require," Odean added. Her article, "Are You Ready for SIP?" explains some of the unique factors to be considered when implementing SIP applications and services in multivendor environments.

She also spoke on the same topic in a breakout session at the recent annual IAUG Global Education Conference — helping session attendees understand the components needed for successful implementation well as the skills and tools needed to support SIP-based products and applications.

Odean's article, and the rest of *IAUG Insights* journal, is available exclusively to IAUG members. Interested non-members who wish to join IAUG and have access to the article can register at **www.iaug.org** .

To learn more, call your NACR representative, contact the company at **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, 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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