

## **NACR a Gold Sponsor of 2013 Wisconsin Avaya Users Group Event Booth at WAUG Conference Will Feature NACR's Next-Gen Technologies**

EAGAN, Minn., April 2, 2013 /PRNewswire/ -- Solutions integration expert [NACR](#) is pleased to announce that it will be a gold sponsor of the [24<sup>th</sup> annual conference of the Wisconsin Avaya Users Group \(WAUG\)](#), April 11-12 at the Kalahari Resorts and Conventions facility in Wisconsin Dells, WI.

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

NACR is a leading global integrator of best-in-class communications solutions and services, and a trusted advisor to more than 5,500 customers ranging from small businesses to *FORTUNE*® 100 and global enterprises. The company provides one source for consulting, implementation, project management, training, maintenance, and managed services that improve productivity, efficiency, collaboration, and customer service.

WAUG is a non-profit group designed for users in Wisconsin who currently manage or maintain Avaya communications systems or products. The 2013 WAUG conference will provide members with the chance to network with industry professionals and peers, and a forum for sharing information and knowledge in the areas of new technology, innovations, convergence, and utilization of existing system features and enhancements.

NACR 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. As a sponsor and exhibitor at the WAUG conference, NACR will highlight its next-generation solutions and capabilities in emerging technologies such as managed services, real-time collaboration, and customer experience management (CEM).

"Once again, NACR looks forward to participating in the WAUG conference and connecting with our regional customers to showcase some of our leading-edge solutions," according to Dick Bourdow, central region Vice President of NACR. "For example, we will talk about the growth of our Ovation Managed Services portfolio — including our new best-in-breed Ovation Cloud Services for voice — and how it delivers ongoing value as a customer's technology and business needs evolve."

Visitors to the NACR booth at the conference will be able to meet with some of the company's multivendor sales, services, and technical associates for the central region. In addition, NACR representatives will be featured presenters in conference breakout sessions on Thursday, April 11:

- "Starting the Conversation: VMware in your Environment" — Erik Solberg and Georgene MacLennan will present the benefits of virtualized applications, the basics of VMware, and how to extend this capability into an Avaya environment.
- "Social Media: Is Your Business Part of the Conversation?" — Linda Siebrandt will explore the impact of social media on business, identify trends, and discuss how a business can engage with customers by implementing a social media strategy.
- "Expanding Single Number Reach with SMS" — Georgene MacLennan will discuss how to leverage SMS while keeping mobile numbers private, using a new Avaya solution that enables instant messages/SMS with the media users prefer.

For session times and room locations, [download the WAUG meeting agenda](#).

Registration for the 2013 WAUG conference ends April 1. WAUG members who will be attending can contact their NACR National Account Manager (NAM) for more information and to arrange a consultative meeting at the event. For more information about the company, please call **1-888-321-NACR** (6227).

### **About NACR**

As a leading global integrator of business communications solutions and services since 1993, NACR has been a trusted advisor to more than 40% of the *Fortune* 100 companies, helping them use technology to enhance the collaboration, contact center, and data communication experience. We serve as a single source for consulting, implementation, project management, training, maintenance, and managed services that improve productivity, efficiency, and customer service. With a team of over 800 customer-focused and certified employees, we have consistently been recognized for excellence by our partners, suppliers, and customers. For more information, visit: [www.nacr.com](http://www.nacr.com)

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