NACR Hosts New SoCal Microsoft Lync User Group on September 19

Technology Integrator NACR Partners with Microsoft to Organize Lync Users in Southern California

EAGAN, Minn., Sept. 5, 2013 /PRNewswire/ -- Technology solutions integration expert NACR is pleased to announce it has partnered with Microsoft to sponsor a new Lync User Group in Southern California. The group's first event, co-hosted by NACR and Microsoft, will be held September 19 at the new Microsoft Technology Center (MTC) in Playa Vista, CA.

(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 is also a designated Microsoft National Systems Integrator (NSI) with advanced gold competency in unified communications (UC — working closely with Microsoft, Avaya, and other technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions for diverse markets.

The Southern California Microsoft Lync User Group is dedicated to exploring the value of UC and how the Microsoft UC stack can increase ROI, provide a cost-effective replacement strategy for aging phone switches, and integrate with contact center and line-of-business applications. The group will bring together a wide range of users as well as professionals from companies including AudioCodes, Polycom, Avaya, Radvision, Interactive Intelligence, and Clarity Connect. For example, the event on September 19 will feature Session Management and AudioCodes application integration with Microsoft Lync.

The user group was organized by Lee Reese, a Microsoft Lync Voice Technology Specialist (TSP) for the Southwest Region, and Paul Gurman, one of NACR's national Microsoft Certified Masters (MCMs). There are fewer than 40 MCMs in the United States outside of Microsoft; two of them work at NACR.

"Customers count on the skills and experience of NACR — with our Microsoft credentials and our best-of-breed approach to unifying multivendor technologies in a seamlessly converged infrastructure — to deliver an integrated solution that improves communication, collaboration, and value," according to Gerry Pearce, NACR VP Services Development and Microsoft Practice Team Lead. "Partnering with Microsoft to connect with users and other technology providers is just one more example of how NACR stays in tune with the needs of our customers."

Lync customers in Southern California who are interested in participating in the User group can sign up at http://www.nacr.com/events/socal-lync-users-group/   For more information about NACR or to arrange a free consultation, 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 by our partners, suppliers, and customers for excellence. For more information, visit: www.nacr.com

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