

## **NACR Co-Hosts Microsoft Lync User Group Event on October 24**

### **Technology Integrator NACR Continues to Educate and Inform Lync Users with SoCal Event Highlighting Routing Alternatives**

EAGAN, Minn., Oct. 1, 2013 [/PRNewswire/](#) -- Technology solutions integration expert [NACR](#) is again partnering with Microsoft to host a special event for Lync users in Southern California, to be held October 24 at the Microsoft sales office in Irvine, 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. As a designated Microsoft National Systems Integrator (NSI) with advanced gold competency in unified communications (UC), NACR works closely with Microsoft and other technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions.

NACR and Microsoft are co-sponsors of the Southern California Microsoft Lync User Group, which is dedicated to exploring the value of UC and the Microsoft stack. The group brings together a wide range of users as well as professionals from companies including Audiocodes, AcmePacket, Polycom, Avaya, Radvision, Jabra, and Interactive Intelligence.

The event on October 24 will feature a discussion on routing alternatives using RBA/SBA devices. The event will be held 11 a.m. to 1 p.m. at 3 Park Plaza, Suite 1600, Irvine, CA, 92614.

"Partnering with Microsoft and other technology leaders is an important part of NACR's best-of-breed approach to a seamlessly converged infrastructure," according to Gerry Pearce, Microsoft Practice Team Lead for NACR. "By sponsoring informative events such as our October 24 presentation, NACR stays connected with customer and their needs while providing insight into how they can use technology to improve communication, collaboration, and value."

The Southern California Lync User Group was organized earlier this year by Paul Gurman, one of NACR's national Microsoft Certified Masters (MCMs) for Lync. There are fewer than 40 MCMs in the United States outside of Microsoft; two of them work at NACR.

Seating is limited, so local Lync customers who want to participate in the upcoming event should register at [www.nacr.com/events/socal-lync-users-group](http://www.nacr.com/events/socal-lync-users-group) by October 17. 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](http://www.nacr.com)

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