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Technology Integrator NACR Expands International Alliance Program

NACR Program Adds International Specialist and Microsoft Technology Practice

EAGAN, Minn., Nov. 5, 2013 /PRNewswire/ -- Technology integration expert NACR is once again significantly expanding its worldwide profile and reach through its International Alliance Program, which is designed to build the company's global relationships and offer customers access to high-quality products and services overseas.

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In its latest initiatives, NACR has added a dedicated International Program Specialist to its team and expanded the program to include a Microsoft practice as part of the new Unified Communications Alliance (UCA) — a group of Microsoft certified members expected to grow to a network of more than 2,000 accredited individuals in over 100 countries.

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 works closely with Avaya, Microsoft, and other technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions for diverse markets.

"NACR is always forging new partnerships around the world — creating a global network for deploying high-quality technology solutions and consistent, coordinated support to customers everywhere," according to Bret Lathrop, the director of NACR's International Alliance Program. "At the same time, we continue to expand our own international capabilities by investing in additional resources and building our skill sets in different manufacturer solutions."

Reporting to Lathrop in the newly created position of International Program Specialist, Kelly Knowles is a critical member of the company's expanding international practice — managing alliance memberships, international partner coordination, opportunity consultation, and best practice methodologies. She came to NACR from Avaya, where she was a Services Account Manager for the Western U.S. territory.

The UCA will be the largest Microsoft Lync global alliance in the world, dedicated to planning, deploying, and maintaining sophisticated converged communication solutions for mid-size enterprises and multinational corporations. Its members have years of experience working with Microsoft and associated technology partners, in addition to offering products and services that complement Microsoft solutions.

UCA member NACR is a designated Microsoft National Systems Integrator (NSI) — one of only 35 in the U.S. — and a Lync Certified Support Partner (LCSP) with advanced gold competency in unified communications (UC). As an LCSP, the company holds the highest level of Lync support accreditation and has extensive experience deploying UC in a Microsoft environment.

As an Avaya Platinum BusinessPartner and one of the largest Avaya channel partners worldwide, NACR is also member of the Aura Alliance — an international group of Avaya partners working together to provide global support for multinational enterprises.

"All of our alliances enhance our international practice — putting more global resources and expertise at NACR's disposal, and enabling us to offer customers one source for high-quality solutions and personalized support," said Lathrop. "Whether you're an overseas enterprise that wants to expand your business into the United States or a U.S. company seeking new markets abroad, NACR can help."

For more information about NACR and it solutions for domestic and global businesses, customers can call their NACR representative or contact the company at **1-888-321-6227**.

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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