

## **Technology Integrator NACR Named Partner of the Year**

### **NACR Honored by Avaya for Teamwork, Customer Focus, and Top Sales Performance**

EAGAN, Minn., Nov. 18, 2013 /[PRNewswire](#)/ -- Technology solution integration expert [NACR](#) is pleased to announce it has been recognized as the 2013 Avaya U.S. Partner of the Year. The award was presented at the Americas Executive Partner Forum, held November 12-15. Avaya is a global provider of business communications and collaboration systems, software, and services.

(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 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.

NACR won the award based on its overall Avaya sales, certifications and trainings, strategic solution sales momentum, and net-new customer acquisitions. In particular, NACR has been a standout for its growth in both products and the services space — including its focus on midmarket and year-over-year growth in the contact center; having the highest number of certifications of any partner (nearly 800); its new contact center practice and marketing demand generation campaign; and its hiring of sales specialists.

"This has been another year of growth for NACR, as we continue to expand our integration services practices and add more resources to meet our customers' need for ongoing professional, technical, maintenance, and managed support," according to John F. Lyons, President and CEO of NACR, who was in attendance at the forum to accept the Avaya award. "We are excited and honored to receive this award from Avaya, recognizing not only the strengths of NACR's relationship with Avaya, but also the teamwork among our associates, our personalized, focused approach to service, and the many ways in which NACR always goes the extra mile to meet our customers' needs."

NACR, a ConvergeOne company, has now been honored as Avaya Partner of the Year ten times. ConvergeOne is a leading integrator of best-in-class communications technology and data solutions.

"Avaya's channel partners are central to the continued expansion of real-time collaboration, and in delivering new innovation and benefits to Avaya customers in the United States," said Karl Soderlund, Vice President, U.S. Channels, Avaya. "The Partner of the Year awards recognize our best-performing channel partners and honor their commitment to driving new sales opportunities, providing technical resources to customers and prospects, and staying updated on Avaya's latest solutions."

He continued, "Avaya and NACR exemplify the true definition of what a partnering relationship should be, with the NACR team sharing our commitment to accountability and holding both themselves and Avaya to the highest expectations."

As 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. This and other alliances are an important part of NACR's strategy to expand its worldwide reach, build its global relationships, and expand its ability to offer customers high-quality products and services overseas. In its latest initiative, NACR added a dedicated International Program Specialist to its team, serving both overseas enterprises that want to expand into the United States and U.S. companies seeking new markets abroad.

For more information about NACR and its solutions for U.S. and global businesses, customers can call their NACR representative or contact the company at **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 900 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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### **About Avaya**

Avaya is a global provider of business collaboration and communications software and services, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).

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