C1 MediaRoom

NACR Launches Advanced Services Delivery Practice for the Contact Center

Solution Provider NACR Continues to Expand Its Strategic Contact Center Practice

EAGAN, Minn., Jan. 29, 2014 /PRNewswire/ -- As part of its strategic initiatives for 2014 and beyond, technology solutions integration expert NACR (www.nacr.com) is pleased to announce it has established a new Contact Center Advanced Services Delivery Practice. The practice is designed to meet customer needs while continuing to advance NACR's leadership in the contact center space.

(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 is excited to increase our investments in business-critical contact center resources — expanding our already impressive portfolio so that we can deliver even more added value to our customers," said John F. Lyons, President and CEO of NACR. "In addition, this renewed focus will allow NACR to continue to be the industry-leading advanced services organization for the consultation, design, integration, operation, and optimization of state-of-the-art contact centers."

By making the contact center a strategic priority, the NACR Contact Center Advanced Services Delivery Practice will enable the company to deliver integrated multivendor and multichannel solutions by leveraging:

- A suite of scalable, end-to-end, customizable solutions around the NACR-recommended architecture and best practices
- Advanced contact center services, cloud and self-service solutions, and integration expertise from across ConvergeOne
- Nationwide contact center teams, expertise, and partner relationships
- Streamlined quoting, design, services engagement, implementation, and other processes

In addition, Bret Lathrop was promoted to Senior Director, Contact Center Practice Lead, effective January 1, 2014. As the former Sales Director of the NACR Western Region, he successfully led the regional team driving new system integration business for unified communications (UC) and contact centers in the Pacific Northwest; he also started the NACR International Alliance Program, presented at Avaya conferences, and helped onboard multiple strategic vendor and implementation partners. In his new role, Lathrop will help to further grow NACR's leadership as a systems integrator in the contact center space.

The Contact Center Advanced Services Delivery Practice team also includes experts from ConvergeOne Advanced Services (formerly SimpliCTI) and NACR partners, as well as NACR's contact center advanced services professionals. The team will be expanded further as the practice portfolio is broadened.

For more information about the NACR Contact Center Advanced Services Delivery Practice, 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 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

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