

## **Esna Technologies Earns Preferred Partner Status from NACR**

### **NACR and Esna Deliver Cloud Capabilities with Embedded Collaboration**

EAGAN, Minn., Sept. 18, 2014 /PRNewswire/ -- Technology solutions integration expert NACR is pleased to announce that Esna Technologies, a global leader in unified communications (UC) and embedded collaboration solutions, has been named an NACR Preferred Partner.

[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 Esna and other technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions for diverse markets.

[Esna](#) solutions increase productivity, improve collaboration, and reduce communication costs by integrating cloud, mobile, and social communications on any device and with business applications from Salesforce.com, Google, Microsoft, IBM, and Jive. Esna is unique in its ability to embed collaboration into the enterprise solutions that businesses use every day.

"As more enterprises move their applications, infrastructure, and mobility to the cloud, our partnership with Esna enables NACR to deliver integrated solutions that help our customers significantly increase their productivity and enable their employees everywhere to work faster, better, and more effectively," according to Gerry Pearce, Vice President of Service Development at NACR.

"With workers demanding the freedom to choose how, when, and where they communicate, the move to the cloud is a matter of 'when' and not 'if' for today's savvy businesses," according to David Petramala, Executive Vice President of Business Development and Sales for Esna. "As an NACR Preferred Partner, we have the opportunity to reach more customers and help them expand the cloud conversation beyond IT, to drive more value to their business and help them be more competitive."

NACR established its Partner Program to identify top partners, nurture long-term relationships, and promote partner solutions with customers. Companies can qualify for one of three tiers of partnership based on criteria including national presence and regional support, ease of doing business, revenue, lead generation, parts support, technical training, and customer service. In return, partners receive NACR marketing and business development support designed to highlight the relationship, the partners' capabilities, and the benefits of their solutions to customers.

To learn more about NACR and Esna solutions, contact your NACR representative or [contact the company](#) at **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 1,000 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 Esna**

Esna is a leading provider of embedded collaboration solutions. Esna's solutions let people collaborate anytime, anywhere, by putting real-time communications inside the productivity, CRM, ERP, social and cloud applications they use every day. For 25 years, Esna has pioneered innovative solutions that connect people, process and information to get more work done faster. For more information, visit [www.esna.com](http://www.esna.com).


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SOURCE NACR

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