20 Most Promising AVAYA Solution Providers 2015

Avaya, as a provider of innovative customer and team engagement solutions, plays a crucial role in the current business environment, where effective communication and customer satisfaction is of utmost importance. The heavily distributed workforce today constantly relies on multiple channels and devices for accessing information. Further, the communication within an enterprise is gaining utmost significance. In view of this, success is all about zeroing in on the most apt solution that facilitates any kind of communication and collaboration irrespective of devices used, location or network. The need of the hour is a solution which meets the standards in terms of reliability, usability and has the potential to facilitate exceptional customer experience, strengthen customer loyalty along with bringing down the ownership costs.

For many, the next-gen business communication solutions from Avaya have been the all-time favorite in their initiatives to establish the right strategy between customers and the organization. The communication solutions from Avaya are focused on addressing the most critical requirements of the current business communication arena, and finds applicability in nearly all verticals. To assist CIOs arrive at the most apt Avaya solutions for their organizations, a distinguished panel comprising CEOs, VCs, analysts including the CIOReview editorial board evaluated the top companies plying in the Avaya technology landscape, and shortlisted the ones that are at the forefront of tackling the critical challenges. In this edition of Avaya Special, CIOReview brings to you "20 Most Promising Avaya Solution Providers of 2015'.

Communication Resources, Inc

recognized by **CIOReview** *magazine as*

CIOReview **20 MOST PROMISING AVAYA** SOLUTION PROVIDERS - 2015

An annual listing of 20 companies that are in the forefront of providing Avaya solutions and impacting the marketplace

Pradeep Shankar
Editor-in-Chief
CIOReview

Company:
Communication Resources, Inc

Key Person:
Robert Gill
CEO

Description:
Provides real-time, innovative solutions and is one of the premier professional services company for UC

Website:
www.crinj.com

Communication Resources, Inc. (CRI)

Innovating and Delivering Real Time Unified Communication Solutions

Organizations today must manifest resilient implementation of UC projects, save on redundant administration cost, and optimize the overall utilization among their employees. The obstacle for most, however, is the shortage of viable partners that can seamlessly provide reliable solutions for bringing telephone land lines, mobile phones, video conferencing, email, soft phones and interfaces together into one single integrated application. Fulfilling these expectations laudably is Communication Resources Inc. (CRI), headquartered in Farmingdale, NJ. With a wealth of experience in cloud, virtualization, and BYOD, the company enables its customers to optimize their communications and collaboration environment. CRI has built strong partnerships with UC giants such as Avaya and VMware to augment their proficiency in designing, deploying, and managing infrastructure across the desired private and hybrid cloud framework, and fulfill the demands of clients.

CRI has garnered profound acclamation in the Avaya landscape as the company possesses an eminent ability to serve Avaya customers with its UC portfolio. CRI's flagship family of products UCloud®—which includes CRI Application Center portfolio (CRI AC), a general purpose platform or "enterprise uc cloud" providing powerful and unique functionality and their Integrated Server Solutions (IS) a single server powerful platform—allowing customers to optimize their Avaya solutions such as Avaya one-X, Aura Conferencing and Messaging applications. The flexibility within this architecture is tremendous, depending on the customer's requirements such as full redundancy, fault tolerance and disaster recovery. CRI App Center also supports 3rd party applications on this powerful platform without having to provide dedicated servers. "Our integrated server provides an easy and secure path to the customers looking to deploy their applications on cloud in quick succession and at low cost," says Robert Gill, CEO, CRI. "Customers have used our UCloud® framework to transition their communication landscape into a more flexible, sprawl free and efficient design."

As BYOD is becoming an important extension of UC, CRI has invested heavily to cement its root in this space. CRI is addressing BYOD through Avaya communicator and Avaya's Fabric Connect solution. With these solutions, having the backend support of CRI AC, the company provides

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a single collaboration network to the customer's workforce. This simplifies the management of the network, as it holds the capability of handling over thousands of different devices simultaneously.

Various customers across the globe have leveraged the partnership of CRI and Avaya. One stellar example is when CRI deployed two Avaya Core datacenters supporting over 350 edge sites, an upgraded network using thousands of Avaya level 2 switches, and over 10,000 Avaya IP phones.

The driving force behind CRI and its scintillating portfolio is their talented engineers who strive to bring innovation element in the products and solutions. "Our innovation lab is leveraged by our engineers to serve many purposes—from development, proof concept verification to production rollout," says Gill. Each engineer is provided with their own "sandbox" affording them the liberty to create their own workspace for application testing and design.

The company is also known for building core relationships with its customers and support them in every step of the project—be it discovering the pain points of customers, educating them on the solution deployment or delivering 24X7 end support service. "Unlike most of the UC vendors, we not only design and deploy the virtualized infrastructure for our customers, but also manage it after the implementation," says Gill. Moving forward, as a system integrator, the company intends to expand the ecosystem through continued innovations which will redefine the options clients have in designing and supporting their converged infrastructure and application set. **CR**

Robert Gill