



IT
Resource

*Putting **IT** all together*

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For Immediate Release

IT Resource Receives Express Unified Communications Specialization in USA

Coopersville, MI – March 22, 2010 – IT Resource announced today that it has achieved the Express Unified Communications Specialization from Cisco Systems®. This specialization recognizes IT Resource as having fulfilled the training requirements and program prerequisites to sell, deploy and support Cisco Unified Communications solutions for small and medium-sized businesses.

Leo Reap, managing partner of IT Resource, is excited about the new certification and what it will bring to non-enterprise level businesses. “We’re able to offer a complete solution for small and medium sized businesses, which will enable them to integrate voice, video, and data networking into one,” he says. “This integration allows businesses to be more mobile, secure and productive.”

“Small and medium sized businesses are aggressively adopting unified communications to drive customer services, employee productivity and competitive advantage,” said Richard McLeod, director of unified communications for worldwide channels at Cisco. “As a Cisco Express Unified Communications Specialized Partner, IT Resource has made an investment in developing the capability to deliver integrated, collaborative unified communications solutions to SMB customers.”

The Cisco Express Unified Communications Specialization is designed to help partners meet the wide ranging needs of small to medium-sized businesses and autonomous enterprise branch offices. These partners are trained and validated as specialists in building integrated voice, video and data networks based

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on the industry-leading Cisco Unified Communications portfolio. These products include the Cisco Unified CallManager Express, Cisco Unity Express, Cisco Unified IP Phones and Cisco Internet Services Routers.

The Cisco Resale Channel Program provides partners with the training required to build sales, technical and Cisco Lifecycle Services skills, and then validates their skills through a third-party audit. Cisco resale partner certifications—Select, Premier, Silver and Gold—represent an increasing breadth of skills across key technologies and a partner’s ability to deliver integrated networking solutions. Cisco resale partner specializations—SMB, Express, Advanced and Master—reflect an increasing depth of sales, technical and service expertise in particular technologies. Achieving Cisco Express Unified Communications Specialization also provides IT Resource access to comprehensive sales, technical, and lifecycle services training and support available from Cisco.

IT Resource is a provider of Information Technology services throughout the state of Michigan. They provide cost effective IT solutions for customers including consulting, virtualization, unified communications, messaging solutions, and disaster recovery. More at www.itrw.net.

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