

## TR Services secures Silver Avaya certification

*This accreditation confirms TR Services' expertise and support capabilities in Avaya solutions*



Paris, 20 March 2009

The TR Services group, a major player in the market for voice-data-applications convergence, has opened up a new avenue of diversification as part of the strategy it has been pursuing for several months.

**Group's  
diversification  
strategy**

Buoyed by its market success, the TR Services group has focused on securing certification from its partner vendors.

**Substantial  
resources  
committed**

The TR Services group has made a very large investment to secure this accreditation in numerous respects:

- from a financial perspective, by developing a recruitment policy and launching training drives.
- in terms of its human resources, by setting up a dedicated sales team, introducing a new position of product and service range manager and getting a pre-sales team certified,
- from a technical standpoint, by setting up a complete and diversified prototyping room.

**Additional  
guarantee of  
expertise for  
clients**

*"This new certification represents additional recognition of our capabilities as a high value-added integrator. It is the product of significant cooperation and investment to provide our clients with an additional guarantee in terms of the expertise underpinning our solutions", commented Joseph Saouma, the Group's director of sales. "This commitment will not stop there because our goal is to become a Gold Partner by the second half of the year", he added.*

**Seminar on unified  
communications  
on 24 March  
from 9.00am to  
2.00pm**

*"Our network of partners is an integral part of our sales model, and proficiency improvements by each of them represent a crucial factor in meeting the expectations of our clients and prospects", explained Eric Buhagiar, Avaya France's marketing director. "The Silver certification issued to TR Services reflects its commitment day in, day out to Avaya technologies and solutions and underlines the expertise of its consultants."*

**Avaya  
BusinessPartner, a  
rigorous  
certification  
programme**

Avaya is one of the world's leading providers of business communication software, systems and services. To gain certification in Avaya's systems and software, members of the Avaya BusinessPartner programme have to meet rigorous standards in terms of quality of service and customer satisfaction.

**Several projects  
already  
completed**

In the field, TR Services has already worked on some major contracts involving the integration of Avaya solutions in telephony over IP and advanced contact centres. Details of these contracts will be released in the future.



#### **About AVAYA**

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centres, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit [www.avaya.com](http://www.avaya.com).

#### **About TR SERVICES Group**

Independent IT services operator, TR Services group supports its clients from design to outsourcing of comprehensive value-added solutions. A key player in IT convergence, TR Services group capitalises on the expertise of its 430 employees throughout France and serves more than 3,000 large businesses and SMEs. Télécom Réseaux Services has been listed on Euronext since 1999. (ISIN FR0000071763) [www.trservices.fr](http://www.trservices.fr)

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