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## **MAC Source Communications Achieves Platinum Certification Status with Avaya**

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**Syracuse, NY** — MAC Source Communications announced today that it has achieved a Platinum BusinessPartner status by Avaya Inc. (NYSE: AV), a leading global provider of communications networks and services for businesses.

The Platinum Certification, the highest Avaya offers, is an industry-recognized designation that indicates MAC Source has met a series of rigorous criteria to ensure superior technical competency and to deliver best-in-class customer service and support as measured by an independent survey organization.

Tim McDermott, President, MAC Source Communications boasts, "achieving Avaya's Platinum Certification level signifies that we have technical excellence in converged IP telephony solutions as evidenced by our personal certification levels and our customer satisfaction. It also recognizes our sales excellence in providing these solutions to our customers and it signifies that operationally, our business is ready to handle the many needs of our customers. This demonstrates that 24 hours a day, seven days a week, MAC Source gets it done!" MAC Source has consistently received top honors from Avaya, including being recognized in the past as a BusinessPartner of the Year.

The Avaya BusinessPartner Certification Program has three levels of distinction — Silver, Gold and Platinum. For MAC Source to achieve the Platinum rating, the company had to meet specific customer service and performance criteria that included:

- **Customer satisfaction ratings** of 85 percent or higher from a broad base of customers.
- **Certified employees** who have demonstrated expertise in sales, design and implementation.

Avaya has one of the industry's leading programs to certify sales and technical professionals in IP telephony, unified communications, contact centers and services. Avaya Professional Certification is a progressive program with Associate, Specialist and Expert level credentials. Each level of Avaya Certification requires passing two or more exams in the required application area of expertise.

"Avaya's strategy with its BusinessPartner Program is to ensure that customers have a consistent, quality experience, whether they buy direct from Avaya or indirect through a partner like MAC Source," said Ken Archer, Vice President, North America Channels, Avaya. "Through its commitment to certification, which requires continuous development of support capabilities and consistent delivery of superior customer service, MAC Source has proved its tremendous value both to Avaya and its customers."

MAC Source sells voice and data communications systems, as well as design and implementation services to businesses in the state of New York and Illinois. Two recent MAC Source Illinois successes are Ravinia Festival and the newly constructed Sears Centre. Both of these customers have installed IP-enabled communications systems for their locations, along with call center solutions for ticketing operations. In addition, MAC Source New York secured The Sutherland Group business that consists of installed IP-enabled communications systems.

### **About MAC Source Communications**

MAC Source Communications provides commercial voice and data communications systems and solutions from Avaya and Extreme Networks to businesses in New York and Illinois. MAC Source specializes in communications solutions utilizing the latest in technology such as IP telephony, contact center and messaging applications. MAC Source also provides a suite of customer services such as system diagnostics, LAN/WAN analysis, traditional repair and installation services, as well as fully warranted refurbished telecom equipment. MAC Source is a member of the Meridian Group. For more information, go to our website at [www.macsourceinc.com](http://www.macsourceinc.com).

### **About Avaya**

Avaya Inc. designs, builds and manages communications networks for more than 1 million businesses worldwide, including over 90 percent of the FORTUNE 500®. Focused on businesses large to small, Avaya is a world leader in secure and reliable Internet Protocol (IP) telephony systems and communications software applications and services.

Driving the convergence of voice and data communications with business applications and distinguished by comprehensive worldwide services, Avaya helps customers leverage existing and new networks to achieve superior business results. For more information visit the Avaya website: [www.avaya.com](http://www.avaya.com).

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