



Deta Itaya, Blue Wire Communications  
847-418-8111  
ditaya@bluewirecomm.com



Barbara Burgess, Avaya  
908-953-3348  
barbarab@avaya.com

## **Blue Wire Communications Achieves “Small and Medium Business Expert” Distinction from Avaya**

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Northbrook, IL. —Blue Wire Communications announced today that it has been designated as a “Small and Medium Business (SMB) Expert” by Avaya Inc., a leading global provider of business communications software, systems and services.

To achieve ranking as “SMB Expert,” certified resellers who are part of Avaya’s BusinessPartner program must ensure their account executives and systems engineers demonstrate proficiency in core areas that include customer support, technology knowledge and expertise, sales revenues and marketing support. The program is the first such specialized ranking established by Avaya for North America certified resellers in its BusinessPartner program who serve the SMB market. It includes training that focuses on IP telephony and Avaya solutions, sales and technical training on Avaya IP Office, one of Avaya’s leading IP telephony solutions for small and medium businesses. IP Office is a secure, intelligent, and easy-to-use converged voice and data system designed especially for small and medium businesses. Avaya has sold more than 120,000 IP Office solutions to companies around the world.

Blue Wire Communications sells Avaya communications systems, design and implementation services to businesses across the country.

*“This is an important step in our partnership with our customers and Avaya. The SMB Expert designation demonstrates our commitment to providing our customers with the best service and support available.” said Deta Itaya, President of Blue Wire Communications.*

Blue Wire Communications has consistently received top honors from Avaya, including the 2006 and 2007 Partners for Growth Award.

“Smaller companies need crystal clear information on the capabilities of IP communications and the difference it can make to the way they operate their businesses, because whatever change they make can have a huge effect on their bottom line,” said Trevor Gruenewald, vice president, North America sales channel for small and mid-sized businesses (SMBs), Avaya. “Certified resellers in the Avaya BusinessPartner program who achieve ‘SMB Expert’ status are sending a message to their customers that they have the professional and technical expertise that’s honed for the smaller firm. Because Blue Wire Communications is now qualified as an ‘SMB Expert’, they have increased credibility with their smaller customers, and it reaffirms Blue Wire’s commitment to excellence in serving small and medium firms with the highest standards and with the communications solutions from Avaya specifically designed to meet smaller companies’ needs.”

### **About Avaya**

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications-Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

### **About Blue Wire Communications**

Blue Wire Communications is an authorized Business Partner of Avaya Communications. Blue Wire offers best-in-class communication solutions to businesses across the country. By combining state-of-the-art communications products with our knowledge staff and excellent customer service, we can improve your business productivity with an efficient and cost-effective traditional PBX or a Voice-Over-IP (VOIP) telephony solution. For more information contact us at 847-205-0088 or visit us on the web at [www.bluewirecomm.com](http://www.bluewirecomm.com).

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