

**PRESS INFORMATION****XX February 2004**

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## **Crane Hosts Europe's Biggest Avaya**

### **IP Office Technical Forum**

#### **Leading Communications Distributor Helps 150 Channel Technical Specialists Drive Latest Technology**

Crane Telecommunications' has hosted Europe's largest ever Avaya IP Office Technical Forum, attracting over 150 channel technical specialists. The event, which took place on 28 January, included presentations by Crane Avaya IP Office experts, hands-on workshops and discussion forums at Avaya's Guildford headquarters.

The forum is part of an ongoing intensive drive by Crane to increase understanding of the latest releases and product developments among its UK Avaya IP Office partners. As the dominant IP Office distributor in the UK with over 50% of the market, Crane brought together the resellers' technical teams to share with them the latest developments on IP Office and future development plans.

As well as presentations by Crane IP Office specialists Nick Wright and Ray Woods, there were live product demos and lab simulations where resellers could test ideas and recreate customer scenarios.

"This was a fantastic event and it's great to see a proactive approach to the technical side rather than just sales messages," comments JET Communications Paul Brendonchel. "We got a chance to get our hands on the technology and understand where Avaya is going with the products. The forum gave excellent insight into the future of IP Office and really useful training on the latest developments."

Crane Avaya managing director David Grant adds: "By focusing on the technical side of the reseller relationships, we directly benefit the technical specialists who implement Avaya solutions every day. Crane's success with events such as this transfers product knowledge and understanding at every level and adds real value to the channel.'

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## Notes to Editor

### About Crane

Crane Telecommunications' (Crane) aim is to be the leading value-added distributor of communications equipment, software and services in their chosen operating markets. Founded in 1990, Crane supports over 250 resellers in the UK, Ireland and Benelux.

Crane has partner agreements with world-class product and services suppliers such as Avaya, NEC, Intel, Anikti, LG Electronics, Altitude and Active Voice. With over 50,000 PBX implementations and a comprehensive support and services division Crane continues to drive the adoption of the latest communications technology. Crane achieved a turnover of £77 million in 2001-2002 with a current staff of 235. For further information, please visit: [www.cranetel.co.uk](http://www.cranetel.co.uk).

### About Avaya

*For more information about the Avaya C-COM 2002 Academy, including the terms and conditions as well as the restrictions, Avaya resellers and distributors may visit Avaya's EMEA BusinessPartner Portal <http://emea-businesspartner.avaya.com>.*

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