



SMB Expert  
BUSINESS PARTNER



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## **Blue Wire Communications Appointed to the Avaya SMB Business Partner Council**

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Northbrook, IL. – Blue Wire Communication’s President, Deta Itaya, has been appointed to serve a 2 year term on the Avaya SMB Business Partner Council.

As a member of the Avaya SMB Business Partner Council, Blue Wire Communications will be part of an open dialogue with Avaya leadership and other Avaya Business Partners. Council members will advise the Avaya leadership team on business issues facing the channel, give visibility to emerging market trends, co-develop initiatives to drive strategic imperatives like growing market share, deploying new products, and provide input on Avaya initiatives. Council members will also help steer the programs, promotional offers, and products that Avaya SMB will deliver.

As a council member, Blue Wire Communication’s thoughts and ideas will be expressed directly to Avaya, and will help Avaya design, build, and deliver products and services that mean the most to their customers and their business.

“This is a great honor for us and another important step in our partnership with our customers and Avaya. Blue Wire customers can be sure that any ideas or concerns they have will be heard by Avaya.” said Deta Itaya, President of Blue Wire Communications.

### **About Avaya**

Avaya delivers Intelligent Communications solutions that help companies transform their business 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 SMB Expert 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 knowledgeable 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 <http://www.bluewirecomm.com>.