



7-9 JUNE, 2011 | HILTON PRAGUE

## **NextiraOne Gold Sponsor of G-Force EMEA in Prague**

**Contact Centre innovation and best practice to feature strongly as  
NextiraOne announces Annual Customer Innovation Awards**

**Paris, 10 May, 2011** – NextiraOne will be a Gold Sponsor of Alcatel-Lucent's [Genesys G-Force](#) customer event to be held in Prague from 7-9<sup>th</sup> June. With an expected attendance of more than 1000 visitors, including customers, partners, decision-makers and contact centre experts, G-Force is one of the premier events in the contact centre calendar. As Gold Sponsor, NextiraOne will play a major role for the seventh consecutive year. During the event, NextiraOne will also announce the winners of its annual Contact Centre Customer Innovation Awards.

NextiraOne is Europe's leading communications services company and has a strong and growing [contact centre](#) business that includes over 2,500 implementations across Europe, supporting over 500,000 agents. The company enjoys a long-standing partnership with Alcatel-Lucent and is a Gold Suite Certified Partner for Genesys solutions in many countries across Europe (France, DACH, Benelux and Eastern Europe) and a strategic partner in all 16 European countries where NextiraOne operates. With more than 100 certified Genesys solution experts across Europe, NextiraOne is one of the largest and most innovative EMEA channel partners for Genesys solutions and has undertaken many international deployments, including major deployments on iWD (Intelligent Workload Distribution), SIP and workforce optimisation.

The G-Force conference is Alcatel-Lucent Enterprise's annual showcase for Genesys solutions. The event aims to share practical knowledge on how to "Change the Conversation" with customers and employees, concentrating on specific areas that improve business results and looking ahead to the customer experience of the future.

Neil Moss, NextiraOne's European Marketing Director, commented: "G-Force is always an excellent opportunity to meet customers and talk about important market trends such as the real impact of social media and how unified communication and collaboration strategies are shaping the future of contact centres."

NextiraOne's will be demonstrating for the first time in the region innovative contact centre agent integration applications that bring together a range of information streams into one point, significantly improving agent efficiency and bringing cost savings.

The NextiraOne Contact Centre Customer Innovation awards will be announced at the VIP dinner jointly hosted by NextiraOne and Alcatel-Lucent. The awards recognise NextiraOne's most innovative customers and encourage the sharing of ideas and best practice. They are presented to organisations that have made innovative use of contact centre technology or demonstrated new, imaginative approaches to customer service, adapting the solutions available to suit their own business needs.

Guillaume Baraton, European Business Development Director for Contact Centre, said: "We will welcome customers from most of the 16 European countries where we do business. Today, many of our international customers are building more joined-up contact centre strategies, and G-Force EMEA is the right place to discuss how NextiraOne and Alcatel-Lucent can help turn these aspirations into real world implementations."

For more information about NextiraOne, please visit [www.nextiraone.eu](http://www.nextiraone.eu). For more information about Alcatel-Lucent Enterprise and its Genesys solutions, please visit <http://enterprise.alcatel-lucent.com/> For more information about the G-Force event, please visit <http://www.gforceprague.com>.

#### **About Alcatel-Lucent**

The long-trusted partner of service providers, enterprises, strategic industries and governments around the world, Alcatel-Lucent is a leader in mobile, fixed, IP and Optics technologies, and a pioneer in applications and services. Alcatel-Lucent includes Bell Labs, one of the world's foremost centres of research and innovation in communications technology.

With operations in more than 130 countries and one of the most experienced global services organizations in the industry, Alcatel-Lucent is a local partner with global reach.

The Company achieved revenues of Euro 16 billion in 2010 and is incorporated in France and headquartered in Paris.

For more information, visit Alcatel-Lucent on: <http://www.alcatel-lucent.com>, read the latest posts on the Alcatel-Lucent blog <http://www.alcatel-lucent.com/blog> and follow the Company on Twitter: [http://twitter.com/Alcatel\\_Lucent](http://twitter.com/Alcatel_Lucent).

**About NextiraOne**

NextiraOne is a European multinational company that designs, installs, maintains and supports business solutions and communications services for over 60,000 private and public sector customers. Using its expertise in leading-edge communications, including data centres, contact centres, unified communications, secure network infrastructures and managed services, NextiraOne helps its customers to transform their organisations, making the complex simple.

Headquartered in Paris, NextiraOne has a direct sales and service presence in 16 countries with more than 4,300 employees across Europe, including 2,500 qualified service experts, and an annual revenue totalling around one billion euros in 2010.

Discover more at: and <http://www.nextiraone.eu>

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