



## **Relational Technology Solutions Named Avaya's 2009 Enterprise Channel Partner of the Year for North America**

**Rolling Meadows, IL, October 28, 2009** – Relational Technology Solutions (RTS), a leading technology and financial solutions provider and the first to be designated both a Platinum-certified Avaya Channel Partner and a Platinum Avaya DevConnect Partner, was named Avaya's 2009 Enterprise Channel Partner of the Year for North America.

A mainstay on CRN magazine's VAR 500 list, RTS specializes in delivering communications, infrastructure, storage, and custom application solutions to organizations across a wide range of verticals. In addition to maintaining strategic relationships with the world's leading technology manufacturers, the company also provides full-service technology lifecycle management encompassing technology acquisition, finance, and disposition.

This prestigious award honors the Avaya channel partner demonstrating the best overall execution of Avaya's high-touch, channel-centric strategy. By investing in sales and technical resources as well as multi-touch lead-generation activities, RTS achieved significant growth year-over-year in Avaya sales despite a challenging economy.

"We are excited to receive this prestigious award from Avaya," said John Babcock, senior vice president and general manager of RTS' Technology Services Division. "We embraced the strategy outlined by Avaya's leadership team, aligned our resources around executing on this strategy, and made investments where Avaya had opportunities. Our 11-year relationship with Avaya gave us the confidence to make investments in a down economy; and we were successful together."

"Last year, RTS was recognized as the 2008 Avaya Communications Applications Partner of the Year," said Carol Neslund, vice president, North America Channels, Avaya. "They leveraged those skills and Avaya's world class technology, to reach an entirely new set of customers in 2009. Once again, they had significant growth in Unified Communications and Contact Center applications further demonstrating the trust their customers have in them."

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### **About Relational Technology Solutions**

Relational Technology Solutions (RTS) is a premier independent technology and financial solutions provider dedicated to helping its clients solve business challenges with an integrated suite of solutions for technology acquisition, finance, and disposition. Founded in 1990, the company now manages nearly \$1 billion in assets for Fortune 2000 and mid-market companies across all industries. [www.rts.com](http://www.rts.com)

### **About Avaya**

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit [www.avaya.com](http://www.avaya.com).

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