

Nectar Awarded a 2014 INTERNET TELEPHONY Lync Pioneer Award

*Company's Converged Management Platform (CMP)
Recognized for driving adoption of Lync in the Microsoft
Community*

FARMINGDALE, NY, USA, November 11, 2014

/EINPresswire.com/ -- Nectar Services Corp., a leader in the development of monitoring and management software for converged networks and Unified

Communications (UC) applications, announced today that it has been awarded the 2014 INTERNET TELEPHONY

Lync Pioneer award by TMC, a global, integrated media company. Nectar received this award for its [Converged Management Platform](#) (CMP) suite of software, that improves Quality of Service (QoS) and reliability across integrated voice, data, video and UC applications such as Lync, by providing critical performance and diagnostic information in real-time.

As a Microsoft Depth Partner for the Lync SDN API Program, CMP provides real-time, actionable information on the health and performance of voice, video, data and UC applications such as Lync on the network. Our solution also helps MSPs and organizations seamlessly monitor and manage complex multivendor UC environments, while delivering actionable insight and business intelligence on their technology investments.

"We are delighted to be recognized by TMC with this award," commented David Giangano, CEO, Nectar. "Gaining end-to-end visibility and management across the entire Lync ecosystem and UC suite is critical to a successful deployment. From synthetic network readiness assessment testing to advanced monitoring and diagnostic solutions that provides not only visibility into Lync, but reports on the interaction between Lync, the network and other UC components in the ecosystem, Nectar CMP brings unrivaled capabilities."

"Congratulations to Nectar for receiving a 2014 INTERNET TELEPHONY Lync Pioneer Award," said Rich Tehrani, CEO, TMC. "Nectar's CMP is optimizing how enterprises can leverage the Lync platform to create enhanced communications and collaboration. That is a true mark of a pioneer."

TMC announced the results via press release and the winners will be published in the December



2014 issue of INTERNET TELEPHONY magazine. To watch a video demonstration on how CMP works with Lync, visit Nectar's website.

About Nectar Services

Nectar Services Corp. delivers market-leading software solutions that dramatically improve visibility into the performance of Unified Communications networks. Providing predictable and actionable information, users can manage, monitor, and proactively troubleshoot UC networks to improve service delivery across integrated voice, data, and video networks. Our software can be used with Microsoft Lync, Cisco, Avaya and Nortel UC solutions.

As a result of our commitment to bringing transparency to converged networks, Nectar was recognized by Gartner as a "Cool Vendor" for 2014, and the first Lync API Depth Partners by Microsoft. We were also named to CIOReview's "100 Most Promising Microsoft Solutions Providers" for 2014. Visit www.nectarcorp.com for more information.

About INTERNET TELEPHONY magazine

INTERNET TELEPHONY magazine has been the IP Communications Authority since 1998™. Beginning with the first issue in February of 1998, INTERNET TELEPHONY has been providing unbiased views of the complicated converged communications space. INTERNET TELEPHONY offers rich content from solutions-focused editorial content to reviews on products and services from TMC Labs. INTERNET TELEPHONY magazine reaches more than 225,000 readers, including pass-along readers. For more information, please visit www.itmag.com.

About TMC:

TMC is a global, integrated media company that helps clients build communities in print, in person and online. TMC publishes multiple magazines including CUSTOMER, INTERNET TELEPHONY, M2M Evolution and Cloud Computing. TMCnet is read by more than 1.5 million unique visitors each month, and is the leading source of news and articles for the communications and technology industries. TMC is also the producer of ITEXPO, the world's leading B2B communications event, as well as industry events: M2M Evolution; Cloud4SMB Expo; DevCon5; HTML5 Summit; Super Wi-Fi Summit, CVx; AstriCon; StartupCamp, and more. Visit TMC Events for a complete listing and further information. For more information about TMC, visit www.tmcnet.com.

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