

## **Zeacom Names NEC as Lead Sponsor of Z-Community Event**

Auckland, New Zealand, April 2, 2009 – Zeacom today announced [NEC](#) as the lead sponsor for its first New Zealand user group event, [Z-Community](#), being held in Auckland on 23rd and 24th April. Five other vendors and resellers of Unified Communications related technologies are sponsors, including Cogent, Datasquirt, Gen-i, Plantronics and Verint.

[Z-Community](#) is designed for Zeacom customers who want to understand how to better use the full power of their Zeacom unified communications platform or ZCC.

[Blair Pleasant](#), industry commentator and principal analyst at North American unified communications consultancy [COMMFusion](#) has been named as a keynote speaker. Ms Pleasant will present an analysis of Unified Communications trends internationally together with advice on how to drive greater performance from existing UC implementations.

Ms Pleasant says, “Companies of all sizes and geographic regions need to understand the potential of Unified Communications, where it can improve their business processes and how to start on the path to UC solutions. There are many ways companies can benefit from unified communications, but there are also various steps that should be taken when thinking about where and how to deploy it.”

Two keynotes will focus on the latest developments in contact centres. Professor Mike Pratt will offer advice on how to develop high performing contact centre teams and John Bingle, from NEC Australia, will describe recent technical advances in this area of telecommunications.

Miles Valentine, CEO of Zeacom, says “New Zealand organisations need to become more competitive by reducing non value-adding costs and delivering a better customer experience. By unifying communications many business processes can actually be automated, saving operational costs and improving responsiveness.”

Conference delegates have a choice of over 25 skills workshops in five streams, free training sessions with technical specialists and site visits.

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