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Richard Fleischman & Associates Now Member of Avaya Enterprise Level BusinessPartner Program



[Calvin Azuri](#), TMCnet Contributing Editor

Richard Fleischman and Associates (RFA), offering outsourced IT solutions and the trusted advisor to more than 400 hedge funds, is now an enterprise level business partner and an authorized member of Avaya BusinessPartner Program, a reseller program, that boasts more than 2,500 member companies around the globe.

"Avaya's BusinessPartner program helps us ensure that customers have a consistent, quality experience, whether they buy direct from Avaya or indirect through a partner like RFA," Donny Ward, Jr., vice president, North America Channels, Avaya, commented.

"Through their membership in our program, RFA is helping us extend our reach to the financial services industry and deliver the kinds of complete, end-to-end solutions that these businesses need."

Established in 1990 and headquartered in New York, NY, Richard Fleischman & Associates is a trusted advisor to more than 400+ hedge funds, private equity funds and fund of funds globally. It offers both turnkey IT solutions and on-site and remote monitoring staffed round the clock. As a full-service technology-outsourcing provider, RFA delivers expert service by its team of more than 130 expert IT consultants. The company maintains a world-class data center in Purchase, NY, providing fully equipped office and trading desk space, disaster recovery and business continuity services.

By virtue of its membership in BusinessPartner for Avaya Inc., RFA will gain access to the technical support and training required to enable its clients to leverage Intelligent Communications solutions to enhance their business operations.

Authorized members of the Avaya BusinessPartner program will also be offered an opportunity to receive advanced certifications in Avaya systems and software.

Additionally, they can receive similar certifications for multivendor solutions that use technology from other vendors. To be a part of the program, partner companies need to meet strict criteria for service delivery and customer satisfaction.

*Calvin Azuri is a contributing editor for TMCnet. To see more of his articles, please visit his [columnist page](#).*

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