



Jason Smith
Vice President

MIDLAND COMMUNICATIONS Educates Customers on How to Replace Manufactured Discontinued Phone Systems with Today's Cloud Technology

*Leader in Unified Communications
Increases Customer Profitability by
Cost Justifying New Cloud Voice
Solutions*

DAVENPORT, IA – May 26, 2015 - Midland Communications, a leader in unified communications, announced today the company has launched a campaign to educate their existing customers on a dilemma facing many growth-oriented business owners. It's no secret that as technology continues to advance, antiquated phone systems become more obsolete each year. As time rolls on, lack of functionality becomes more pronounced, leaving business owners with outdated equipment that hinder productivity. As manufacturers move on to innovating and building better versions of their technology, business owners with older phone systems find a very tough time getting support, finding replacement parts and receiving maintenance. The greatest risk facing these businesses is that when the outdated phone system stops working, which is usually once every 5 years, this causes costly downtime because the whole office shuts down and usually takes days to get back up and running. Most business owners shudder to imagine what it would be like to have their office phones down and

how expensive it would be to have a team doing nothing at the office. While most unified communications providers simply let this happen to their customers, Midland Communications created a brand new program to solve this problem once and for all. The most exciting part is that not only does it solve this problem, but it prevents it from ever happening again throughout the entirety of the relationship, by taking telephony to the cloud.

"Cloud voice is the answer," stated Jason Smith, Vice President of Midland Communications. "Our cloud voice solution works so well because it is dynamic. It is constantly being updated, upgraded and improved to ensure that our customers continuously receive maximum performance from their technology. Furthermore, cloud-based technology is much safer because it spreads the risk of single device failure throughout the cloud instead of being hinged on one physical location. Additionally, our Cloud voice program is unique because it is set-up on a month-to-month agreement, so we get to earn our customers' business every month. This eliminates all risk of transition and fundamentally shifts our relationship to much more of a partnership than anything else. This mindset shift aligns all employees, customers and management for the

same goals. In essence, we do well, when our customers do well."

Cloud voice makes the most sense for business owners because the phone system is the bloodline supporting all other communications within an organization. Cloud voice is also the most affordable in most cases because the technology can be completely cost justified. CEOs can now make technological improvements to their businesses on-the-fly, without the large capital outlays that are often associated with company infrastructure investments. This is precisely why this program is so revolutionary. Smith added, "Another reason why this works so well is because a small, predictable operating expense is much better than a huge, unexpected capital expense, especially from a cash flow perspective."

Midland Communications is shifting the way in which business is done. Business owners can now have regular updates, upgrades and automatic improvements to their phone system through the cloud, without seeing any increases in their monthly bill. The company is proactively advising customers with outdated technology of the impending dangers associated with manufacturer discontinued phone equipment and is sharing this revolutionary cloud voice program with them. Midland

Communications is paving the way for other unified communications providers to raise the industry standard across the board.

ABOUT MIDLAND COMMUNICATIONS

Midland Communications began more than 60 years ago in 1946 as the Worldwide Marketing Arm of Victor-Animagraph Projectors. In 1977 a

communications division was formed due to a partnership with NEC America. Today, As a distributor of NEC America, for 33 years, Midland Communications has a customer base of more than 3,000 satisfied customers that include general businesses, government agencies, Universities, colleges, hospitals, and hotels.

Midland provides a wide range of communication services including VOIP, PBX and key

systems, Wide Area and Local Area networking, computers, Computer integration, voice mail, CCIS, and video conferencing and paging systems. Our philosophy is simple, provide quality products at a fair price, backed by an average emergency response time of twenty minutes, and the best service in the industry. For more information on Midland Communications, call (563) 326-1237 or visit www.midlandcom.com.