



Jason Smith
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Midland Technologies Shares the Top 3 Business Collaboration Tools in 2020

Leading Managed Technology Services Provider (MTSP) Educates Businesses on How to Stay Competitive, Relevant and Collaborative

DAVENPORT, IA – November 2019 - Midland Technologies, a leading managed technology services provider (MTSP), shared the top 3 business collaboration tools in 2020. Small to mid-sized businesses (SMBs) need to be able to collaborate across teams and departments and unfortunately, the old way of doing business simply has become obsolete, due to its inefficiencies. Midland Technologies is actively engaged in educating the business community with how SMBs can utilize the latest in technology to position themselves to grow substantially in 2020, and if there's a single feature that virtually every organization needs it is the ability to collaborate. With more companies looking for better, more effective ways to collaborate Midland Technologies has compiled its top 3 technology tools that are imperative to foster collaboration. The first tool that business owners need to deploy within their organizations to

foster collaboration is remote workforce technology. Typically, this encompasses cloud IT such as Microsoft's Azure and cloud voice to support remote workers. Employees need to be accessible and communications need to be secure. The reason these technologies are indispensable to an organization is because remote working has become the norm in many industries and in the coming years that will only expand as Millennials and Gen Z begin to dominate the workforce. According to a study by IWG, "70% of employees globally work remotely at least once a week and 50% of employees work remotely half the week," which means that business owners will need the technology to keep their remote workers efficient and effective whether they like it or not. "Lots of business owners think that remote working is a fad. However, remote working is here to stay and will only expand in the coming years," state Jason Smith, Vice President of Midland Technologies.

Next, business owners need to invest in group chat software, such as Microsoft Teams. Microsoft Teams keeps

everyone on the same page, which is imperative for companies who need to move fast. Group chat software helps employees communicate more effectively, eliminates redundant messages, and provides everyone with access to the right tools at the exact moment that they need them. With a shared workspace, nobody has to wait around and they can get right to work. So, whether businesses have staff in the office or remote, group chat software enables employees to collaborate across multiple platforms, media and files, instantaneously.

Thirdly, business owners need to equip their team with a cloud videoconferencing solution. One of the reluctances amongst business owners who are dragging their feet on this trend, is that they don't want to lose the face-to-face connection that an in-office environment provides. Fortunately, videoconferencing has become sophisticated enough to stream video conferences with strong enough connection to preserve those intangible moments that used to be limited to an in-office environment. "Videoconferencing has come a long way since its inception,"

added Smith. "It's actually a more personal way of connecting than group meetings of the past and it's very inexpensive."

Whether due to a shifting population majority within the workforce, software trends or business owners who simply understand where the world is headed, the one aspect that will need to improve within everyone's business is collaboration. Oftentimes, the main obstacle to successful collaboration is speed of communication, which these three technologies 1) cloud IT/Voice 2) group chat software and 3) cloud videoconferencing solutions cultivate within in an

organization and are some of the fastest ways to increase collaboration within any SMB.

ABOUT MIDLAND TECHNOLOGIES

Midland Technologies began more than 70 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 Technologies 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 Technologies, call (563) 326-1237 or visit www.midlandcom.com