



Jason Smith  
Vice President

## **Midland Technologies Leverages Microsoft Azure to Take Customers Into the Cloud Cost Effectively**

### *Leading Managed Technology Services Provider Helps Local Companies Move From Outdated Servers With a Seamless Transition to the Cloud*

DAVENPORT, IA – January 2020 - Midland Technologies a leading managed technology services provider (MTSP) is leveraging Microsoft Azure to help eliminate outdated IT hardware in small to mid-sized businesses (SMBs) and make a seamless transition to the cloud. Microsoft's most common suite of products has reached expiration such as Windows 7 and as those products and services have matured into obsolescence along with server they ride on. Midland Technologies has been proactively transitioning companies with end-of-life Microsoft products into Microsoft Azure in order to keep them up-to-date with the contemporary business world.

While many business owners are accustomed to purchasing on-premise servers, this way of storing data has become obsolete with the proliferation of the cloud. Aside from the fact that the tech world has embraced the cloud and that virtually all innovation from this point forward will incorporate the cloud in some way, on-

premise servers have matured beyond their useful life into obsolescence. On-premise servers are vulnerable to becoming outdated, which lead to major security concerns for business owners. On top of that, without regular updates and software upgrades they are susceptible to slower speeds while the rest of the world is speeding up. In sum, it makes no sense for business owners to outlay large capital expenditures on deteriorating technology.

“Unfortunately, on-premise just doesn't make fiscal sense, anymore,” stated Jason Smith, Vice President of Midland Technologies. “While most businesses are expanding and need to have hardware that scales, cloud servers that cater to a mobile workforce and data that can be confidently secured, on-premise has fallen behind the curve. Since, our customers' businesses can't afford that level of inefficiency within their organizations, we've been very proactive in ushering in this transition. We've been transitioning our customers into Azure and will continue to do so, to keep them ahead of the curve and more importantly, profitable.”

Utilizing cloud servers through Microsoft Azure enables

businesses to benefit from regularly updated and upgraded hardware to keep data integrity strong. Additionally, Microsoft Azure is a direct response to the growing demand for secure access to data from a mobile workforce that span across multiple locations. With Millennials and now Gen Z entering the workforce, these trends show no signs of slowing down.

Smith later continued, “At some point in the near future, owning on-site servers will be like having a coin-operated telephone in the lobby for your employees to use. How are your top employees supposed to perform at peak levels with obsolete technology like that?”

On-premise servers have gone the way of the fax machine and in the same manner that utilizing older hardware increases cost through lack of efficiency, on-premise servers must be updated, immediately. Midland Technologies has positioned themselves and their customers ahead of the curve to make sure their customers remain productive, efficient and profitable with technology like Microsoft Azure.

**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](http://www.midlandcom.com)