



Jason Smith  
Vice President

## **Midland Technologies Leverages Clearly for Mission Critical Communications**

### *Leading Managed Technology Services Utilizes Clearly to Keep Key Facilities and Businesses Connected During COVID-19*

DAVENPORT, IA — January 2021 – Midland Technologies, a leading managed technology services provider (MTSP), announced today that the company leverages Clearly, a top-tier SIP (Session Initiation Protocol) trunking provider, to support mission-critical telephony communications. Various industries including healthcare, government and construction have invested heavily in Clearly's technology to keep their operations productive, efficient and reliably connected with their customers.

One such example, is the case with healthcare. As hospitals have become overwhelmed with patients and the need for reliable communications infrastructure has become even more pronounced, Clearly has relied upon in well over 2,000 SIP trunks across the nation, deployed through various healthcare facilities. In the wake of the current pandemic, doctors can no longer afford the occasional dropped call, spotty service or lost voicemails, during this high-demand time. This is why many medical facilities are utilizing Clearly as the underlying SIP trunk.

As lockdowns have continued across the nation, it's no question that small to mid-sized businesses (SMBs) have taken the brunt of the impact. For businesses, this has meant that it's even more important than ever before that SMBs find new, more efficient ways to remain connected, available and accessible to their customers at all

times. Before COVID-19, a business may have been able to let an opportunity or two slip by, however, at this point, new opportunities are mission-critical and the partner that organizations are repeatedly turning to more often is Clearly, making it the go-to company for secure, reliable access to VoIP communications.

"We consider it our responsibility to not only install and deploy technology flawlessly for our customers, but moreover we consider it our responsibility to remain educated on the technological landscape on our customers' behalf so that we can make strong partnerships that will benefit them before they even realize they have that business need," stated Jason Smith, Vice President of Midland Technologies. "It's about forecasting our customers' future and then ensuring they have the technology they'll need to flourish. This is why we make such decisive moves ahead of time, so that we're in the position to take care of our clients's needs well in advance."

### **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)

### **ABOUT CLEARFLY**

It's Clearly's obsession to deliver quality voice solutions to business customers. In order to reliably provide mission critical products the network infrastructure is the most important element. Clearly runs an extremely redundant and fault tested data-center and cloud based voice plant.

With data-centers built out in Billings, MT – Seattle, WA – Denver, CO clients can rest assure that the Clearly infrastructure is built for the most discriminant and sensitive voice needs. In addition, Clearly also backs up real-time voice resources to the Metaswitch cloud. The data-center build out provides two-fold benefit to our end-users. One, geographic redundancy for our Metaswitch voice switch eliminates the risk of a outage due to an isolated geographic issue. Two, for a lot of clients who rely on a separate ISP for the Clearly SIP services peering with these carriers in their data-center POPs is extremely helpful in keeping calls 'on-net'. For more information, please visit <https://www.clearfly.net> or call (866) 652-7520.