



Jason Smith
Vice President

Midland Technologies Protects Customers from Data Breaches and Cyberthreats with Password Management

Leading MTSP Shares Most Common Cause of Cyberattacks and How to Secure Any Organization

DAVENPORT, IA – February 25, 2022 - Midland Technologies a leading managed technology services provider (MTSP), is protecting customers from the leading cause of cyberattacks and data breaches which are weak or reused passwords. According to a recent Verizon Data Breach report, “80% of data breaches are the result of poor or reused passwords.” While employees are now expected to keep their company networks secure, the average employee now needs to keep track of 191 passwords across their entire digital life. As a result, 66% of people mostly use the same passwords across multiple websites. This is a major factor contributing to network vulnerabilities and the recent outburst of cybercrime. In order to keep customers safe, Midland Technologies is providing the latest password management technology to the region’s small to mid-sized businesses (SMBs).

“Businesses are starting to understand the widening gap between the vast capital and technical resources that cybercriminals have access to in comparison to any unprotected organization,” stated Jason Smith, Vice President of Midland Technologies. “We advise every customer to utilize password management software. Through an extremely simple, scalable

technology, companies can instantaneously eliminate 80% of the cyberthreats facing their organization. The risk mitigation in comparison to its cost make the return on investment a ‘no-brainer,” added Smith.

While the improvements in cybersecurity are obvious, another overlooked benefit of password management software is that it increases productivity by eliminating employee downtime. In fact, Gartner estimates that “40% of all help desk calls are related to passwords, such as resetting employees’ forgotten passwords.” A password management solution can eliminate this costly employee downtime.

Midland Technologies’s password management solution delivers peace of mind to business owners and employees. In order to assure that, core features are included such as a password vault, a unique password generator, and multi-factor authentication for verification. Additionally, companies can gain insight from password behavior, security reports, and login reports to increase compliance.

“While we’re well aware of our bias, the risk of leaving a business unprotected from password theft is unreasonably larger than the rewards a business can have by implementing a password manager. The costs are nominal in comparison to the value that this very simple, yet absolutely vital, IT solution delivers to organizations of all sizes. We feel duty-bound to take a strong stance on

this, because the core intention of our work is to keep businesses protected, productive and profitable,” concluded Smith.

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