



Jason Smith
Vice President

Midland Technologies Integrates Business Phone Systems to Microsoft Teams to Increase Customer Collaboration, Productivity and Profitability

Leading MTSP Improves Communication Among Region's Businesses

DAVENPORT, IA – July 28, 2022 - Midland Technologies a leading managed technology services provider (MTSP), recently announced that the company is proactively integrating business phone systems seamlessly into Microsoft Teams to boost collaboration, productivity and profitability. Microsoft Teams has now become the most widely used business collaboration platform across most industries. Midland Technologies is helping businesses maximize their utilization of Microsoft Teams by combining it to a feature rich business VoIP solution. As result, the region's businesses can leverage key applications including call controls, IVR, call handling, automatic call recording, reports, analytics, call queues, SMS, and fax capabilities in an enhanced security environment with less downtime.

Essentially, small to mid-sized businesses (SMBs) face a trade-off when they integrate Microsoft Teams into their organization. Microsoft Teams offers a host of apps and services which greatly enhance an organization's ability to collaborate on projects, which can increase the efficiency, speed and effectiveness of team efforts on projects. Midland Technologies's

innovative solution and guidance enables Teams' users to experience seamless integration that would allow an organization to maximize all of their existing business phone capabilities without causing operational disruption. For example, one drawback of Teams was how it didn't leverage existing phone numbers, conference lines, contacts, etc. whereby one would have to utilize new numbers that didn't integrate natively into the platform. Imagine the headache caused by telling staff they now have one phone number for customers but a separate number for Teams. Midland Technologies's solution solves this problem, among many others in a way that can be implemented with a single click, with no hardware, no need for specialist skills, with no disruption to the business with pricing that is infinitely scalable (either up or down).

"Microsoft Teams has become so popular because it is an undeniably powerful platform," stated Jason Smith, Vice President of Midland Technologies. "It's quickly becoming ubiquitous and will be the standard that all businesses rely on to foster collaboration between organizations. However, once we noticed that one small, yet crucial, missing piece for our customers was that Teams had no native phone app, we solved the problem.

With IT and business technology systems, you just expect it to 'just work' and this technology will help our customers leverage everything they've already invested in."

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