



Jason Smith
Vice President

Midland Technologies Launches New Managed Data Backup Services

Leading MTSP Provides Businesses with the Latest in Data Back Up Technology

DAVENPORT, IA – April 27, 2023 - Midland Technologies, a leading Managed Technology Service Provider (MTSP), is excited to announce the launch of its new managed data backup services with flexible solutions that prioritizes cloud-based storage while also offering the option for on-site replication, catering to the varying needs of small to mid-sized businesses (SMBs). This managed data backup solution is optimized for peak performance, reliability, and efficiency, which are key to ensure optimal backup and recovery.

As the value of sensitive-client data continues to increase, organizations are finding new ways to secure their clients' information in the most reliable way possible. While many businesses operate with on-site backup appliances, a hybrid approach combining cloud and on-site storage can help mitigate risks associated with obsolescence and inefficiency. Midland Technologies's cloud-first approach eliminates the need for on-site backup devices altogether, allowing SMBs to

backup their data, receive patches, maintenance and upgrades.

Jason Smith, Vice President of Midland Technologies, stated, "Organizations can optimize their backup investments by leveraging managed data backup services, which ensure data security and immediate recoverability while offering the flexibility of cloud-first and on-site replication options." By leveraging Midland Technologies's data backup services customers can efficiently manage server, workstation, and Microsoft 365® backups and recoveries for multiple locations or customers from a single web-based dashboard. Performing cloud-first data backups translates to significant cost and time savings while ensuring customers' data remains accessible and protected.

One of the biggest drawbacks of data backup is when the process is inefficiently managed. For example, if the customer's managed services provider or their IT department decides to perform a data backup during work hours, it could strain network resources or interrupt bandwidth for other employees on the network. The best data backup systems utilize deduplication and incremental backup capabilities to move up to 60 times less data

than conventional image backup products, enabling organizations to back up their data more frequently without causing the aforementioned network issues. This is important because most companies are so competitive that they cannot afford to reduce the productivity of all other employees due to inefficient IT practices. This solution minimizes bandwidth usage, making daily backups small, lightweight, and cost-effective.

Smith added, "Every single IT system that an organization implements needs to take cybersecurity into consideration. Cybercriminals have unprecedented access to artificial intelligence-based cybercrime software and it's vital that any data backup solution takes security very seriously." For businesses that want to create an additional layer of security, it's important that files are encrypted using a 256-bit encryption to secure files both in transit and at rest to ensure data privacy, which is exactly how Midland Technologies's new managed data backup solution is configured. This gives management the ability to restrict certain data so that only authorized personnel can access encrypted data with their private

key. Additionally, the cloud-first managed data backup solution uses ISO-certified data centers which are located worldwide, with region-specific certifications to maintain strict security and compliance standards.

Midland Technologies's managed data backup solution is a revolutionary cloud-first data protection solution that offers companies a highly efficient and secure way to safeguard their clients' valuable data. By embracing the power of the cloud, Midland Technologies delivers top-notch data protection services, helping their customers stay

ahead in the competitive managed services market.

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