



Jason Smith
Vice President

Midland Communications Announces Full-Service Cloud Voice Program

Industry Leader in Unified Communications Responds to Consumer Demands with Powerful Solution

DAVENPORT, IA – March 31, 2015 - Midland Communications a leader in unified communications announced today that the company has launched a revolutionary full-service cloud voice program which is radically shaking up the industry. Midland Communications created this program in response to growing customer demand for a simplified, all-inclusive program that would encapsulate all of the key products and services a business needs in order to solidify its IT and communications infrastructure. Essentially, this program enables CEOs to make technological improvements to their businesses on-the-fly, without the large capital outlays that are often associated with company infrastructure investments. For the first time ever, the company has conceived a program which essentially wraps all necessary components into a single package.

This is groundbreaking territory in the industry and will provide small to mid-sized companies (SMBs) with access to elite-level services and infrastructure without the need for a huge technology investment budget. All services, routers, phones, POE (Power Over

Ethernet) switches, and QOS (Quality of Service) are included. An additional problem that this program solves is when CEOs add new technology to the network and they are left with dozens and dozens of new bills, all on varying billing cycles, to a myriad of vendors. This program thwarts the issue by centralizing all technologies into a single, consistent and affordable bill.

“When you take the time to actually listen to what your customers need, it becomes very clear as to what you should build for them,” stated Jason Smith, Vice President of Midland Communications. “Over the years it’s become glaringly apparent that our customers would benefit dramatically from this kind of service, so instead of waiting around, we decided to innovate proactively and devise a solution. The reception has been quite positive so far.”

Another extraordinarily unique feature of this program is that all services and hardware are offered on a month-to-month agreement. In other words, small to medium-sized businesses now have access to the same class of technology as Fortune 500 companies without the giant up-front investments that are normally required. The month-to-month structure is available due to the nature of the cloud voice solution, in addition to the

company’s desire to align incentives with their customer to bolster strong long-term relationships. “When you bring a month-to-month agreement into the picture, it becomes very clear that you have to deliver. The competition unfortunately locks customers into long term contracts, but for us, month-to-month is our way of putting our money where our mouth is. Our goal is to earn our customers’ business every month, and because there’s no better recipe for fostering long-term relationships than consistent performance we knew this program would be a win-win,” added Mr. Smith. It’s insane that for the longest time our industry has trapped their customers into long-term contracts, which de incentivizes them from performing at their best and we are changing this dynamic.”

This program bundles all services for SIP (Session Initiation Protocol), VoIP (Voice over Internet Protocol), telephony hardware and all business application services into a single service, because at the end of the day, this is what the customer is really paying for. CEOs and CFOs alike, expect technology to make their lives easier and this program accomplishes that end. Whether it’s the all-inclusive access to advanced technology, the painless billing process or the virtually nonexistent

up-front investment to purchase the technology, we foresee this solution sweeping the industry off its feet.

Midland Communications is a Member of Technology Assurance Group (TAG), a private organization of elite, independently-owned, unified communication providers in the United States and Canada, who collectively represent over \$350M in sales. TAG Members integrate all communication solutions including it, telecommunications, av, surveillance, video and telepresence, managed services and managed print. These companies are dedicated towards advancing their customers' businesses through collaborative effort and education,

in addition to gaining access to revolutionary programs, like the aforementioned. This program is not available to companies outside of the TAG organization.

ABOUT MIDLAND COMMUNICATIONS

Midland Communications began more than 60 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 Communications 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 Communications, call (563) 326-1237 or visit www.midlandcom.com.