



Jason Smith
Sales Manager

Midland Communications to Distribute Essential Business Communications Disaster Recovery Tool

DAVENPORT, IA - September 30, 2009 – Midland Communications is offering a failsafe disaster recovery system known as PBX Disaster Recovery. The dependable system will provide reliable backup for businesses across the nation.

“When a company’s phone system goes down business stops,” says Mr. Jason Smith, Sales Manager. “With PBX Disaster Recovery, business owners can rest easy knowing that their system is protected.”

As a universally compatible solution, PBX Disaster Recovery acts as an automatic PBX failover. Should a PBX suddenly go RNA (Ring No Answer) or ATB (All Trunks Busy), a hosted virtual PBX from Midland Communications will take over and route calls to preset emergency numbers. The backup system provides seamless integration so that if a PBX goes down, an organization’s customer will never know.

“Companies go to great lengths to back up data, co-locate servers, and otherwise protect the vital parts of doing

business, but forget that their PBX is a large part of what connects them with customers,” explains Smith. “PBX disaster recovery is one of the most overlooked aspects of business continuity planning – until it’s too late.”

As a cost effective solution, industry experts feel that the PBX Disaster Recovery product is an in-demand alternative to high-priced backup phone systems currently being offered.

“We feel it is our duty to offer this product to every business with a phone system,” says Smith. “Our goal is to make sure that each company has a contingency plan for their telecommunications in case of disaster, and we take pride in knowing that our solution can deliver that to them.”

To learn more about PBX Disaster Recovery contact a friendly representative at (563) 326-1237 or send an email to jsmith@midlandcom.com.

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.