



Jason Smith
Vice President

Midland Technologies Leverages Latest Mobile Enablement Technology to Enhance Hybrid Workforce Productivity

Leading Managed Technology Services Provider Advances the Communication Capabilities of Local Businesses

DAVENPORT, IA – September 30, 2022 - Midland Technologies, a leading managed technology services provider (MTSP), is advancing how small to mid-sized businesses (SMBs) communicate with one another via mobile enablement technology. Historically, whenever someone left the office, they could reroute calls to their personal cell phone. This worked well in a pinch however, they lost the functionality that they would otherwise have with their office phone. They couldn't transfer a call to other departments, they couldn't check presence to see if other staff were available, they couldn't record calls easily and they wouldn't have access to other key applications. With the rise of remote and hybrid workplaces, Midland Technologies invested in offering mobile enablement technology to its customers to enhance business communications and productivity.

"There's been tremendous demand for remote or hybrid workplace communications solutions over the past few years," stated Jason Smith, Vice President of Midland Technologies. "This demand is never going to slowdown and as a result,

businesses will continually need solutions that support their remote staff. Mobile enablement and other ancillary solutions are bridging this gap."

Whenever an employee needs to be remote but available, there's plenty of functionality that is vital. First and foremost, they need to be able to press a button which automatically reroutes all calls their way. Additionally, an employee needs to be able to collaborate with other team members in one-place for group calls or group messages or video and with mobile enablement solutions they can see when other members are available, so they don't waste time with cumbersome "back n' forth" scheduling messages. There are other times where an executive is in transit with poor cell service but can easily scroll on their smartphone to browse important voicemail transcriptions to delegate them to other team members who can provide more immediate assistance. The whole point of mobile enablement solutions is to maintain a seamless, professional experience that drives easy communication and collaboration.

"Hybrid and remote workplaces are here to stay and without building the proper communications and IT infrastructure, there are obvious shortcomings to the hybrid

workplace; however, with the right tools it can accelerate the pace of any business, enhance collaboration and ultimately lead to more profits," added 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