



Jason Smith  
Vice President

## **Midland Technologies Protects Customers with the Best First Line of Defense** **Against Cyber Attacks**

*Leading MTSP Implements Multi-Factor Authentication, which 72% of Organizations Lack*

DAVENPORT, IA – April 28, 2025 - Midland Technologies, a leading managed technology services provider (MTSP), is reinforcing the critical importance of Multi-Factor Authentication (MFA) to protect organizations from cyberthreats, employee error and network vulnerabilities. MFA is still the single most cost-effective solution to reduce network risk. In fact, according to a 2023 Microsoft study, 99.9% of compromised Office 365 accounts lacked MFA, whereas only 0.1% of the companies with MFA-enabled were negatively affected by a breach. The exponential returns for minimal security effort highlights MFA as an obvious cybersecurity solution for organizations. Midland Technologies is protecting businesses, institutions and non-profits alike by implementing this incredibly simple extra security step that can make a real impact.

MFA requires users to verify their identity with a second factor—like a code sent to their phone, a fingerprint scan, or a face ID—before logging in. This extra step makes it exponentially harder for hackers to break into accounts, even if they have a stolen password. Despite its effectiveness, most organizations still don't require it. Why?

- **Resistance to Change** – Organizations worry about adding

an extra step to logins, fearing employee complaints.

- **Misplaced Confidence** – Many assume their passwords are already strong enough, despite the rise of sophisticated phishing attacks and credential leaks.
- **IT Providers Not Pushing It** – Most IT providers hesitate to enforce MFA.

"If you knew that putting a lock on your front door would prevent 99.99% of break-ins, would you voluntarily leave it unlocked? How often do you wear a seatbelt even though it's only 45-60% effective?," said Jason Smith, Vice President at Midland Technologies. "The same logic applies to MFA. Yet, many businesses still don't enforce it, leaving their networks wide open to attacks. Even though people don't like added steps, this offers such a strong benefit to your organization that we believe your IT provider or IT staff are morally obligated to demand you enable 2-Step Verification. If you don't have MFA, you should reassess what caliber of IT support you actually have safeguarding your business."

While some users find traditional MFA methods slightly inconvenient, the technology is evolving to become even simpler. In the next several years, the user experience (UX) will improve through features like; biometric authentication – face scans and fingerprints replacing text message codes, touchscreen-based approvals – instead of typing a code, users will tap a button on their

device, or password less logins. All of these will make it even simpler to prevent cyber-attacks.

"The good news is that MFA will only get easier and more seamless in the future," added Smith. "But until then, businesses still need to take action, now."

### **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](http://www.midlandcom.com)