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## THE TOP 4 TECHNOLOGY DECISIONS CEOS WILL MAKE IN 2015

*Leader in Unified Communications  
Educates Business Owners on Key  
Advancements*

DAVENPORT, IA — January 20, 2015 — Midland Communications, a leader in unified communications, announced today that the company is launching an awareness campaign to inform business owners of the top 4 technology decisions that CEOs will make this year regarding their office technology. The decisions involve IT departments, capital expenditures, network security and the pros and cons of moving to the cloud. In today's business environment, owners need to assess the advancement in all technological areas, but paying special attention to these four areas will yield exponential benefits in the next calendar year. Here are the four decisions that need to be made:

**1. Is It Time for Me to Downsize My In-House IT Department?** IT departments have long served as a vital support structure for ensuring that all business operations run smoothly. However, as more software and hardware applications migrate to "the cloud" and the number of managed services providers grows, businesses need to start taking a hard look at whether or not it is fiscally responsible for them to pay for full-time IT staff. Advancements have made it

possible for remote technicians to fix computer problems off-site and run constant monitoring, management and data optimization software to improve the efficiencies of a company's network. In many cases, entire teams are used to ensure optimum network performance, something that a single employee cannot hope to deliver consistently. As the playing field has leveled, more sophisticated tools have been developed, making this job even more competitive. In fact, many large organizations are beginning to outsource key areas of their IT operations entirely, and it is not long before outsourced IT departments are commonplace.

**2. How Can I Secure My Network From Threats?** With cybercrimes on the rise, more and more businesses are beginning to take proper precautions to prevent company downtime or data loss. Spyware, malware, data backup and anti-virus protection are all vital to the economic well-being of any stable business. In emergency or negligence situations, critical data loss can set teams back for weeks and put a giant damper on productivity. Many businesses are reexamining their Acceptable Internet Usage Policies (AUPs), to make sure that employees are only visiting work-related sites when at the office. These types of threats are usually found on dangerous websites, which can be eliminated

entirely with simple site filtering tools that restrict access to unnecessarily volatile sites. Many companies see this need, especially in the case where businesses derive funding from institutional and private investors. These organizations are often required to spend a significant portion of their yearly budget on security enhancing technologies to make sure that all sensitive information remain perpetually protected.

**3. Big Capital Expenditures or Small Cloud Transition Costs?** With servers and telephony shifting from the standard on-premise solution of old, to more software-centric and remote operation, many businesses are choosing to invest heavily in the transition to the cloud. The biggest driving factor behind this decision is that from a financial standpoint, most businesses want to upgrade their technology, but don't want to create a large amount of capital expenditures, which constrain financial resources. Technologies with rental programs, or lowered total cost structures are increasingly popular because of their minimal impact on a budget. With plenty of equipment nearly obsolete, many businesses are investigating technologies which leverage a fixed-cost of ownership in their cost structure. This helps businesses avoid big capital expenditures, keeping them lean and mean for the next year.

**4. What's Our Policy Regarding Bring-Your-Own-Device (BYOD)?** Networks are the backbone of any business. However, when employees bring their own devices onto the network, they can often disrupt the infrastructure and slow the overall speed of the network drastically. Furthermore, these devices can pose as security threats when they are not properly configured to run in concert with all of the other technology endpoints on the existing network. It's a complex web and network design is an intricate process, which is absolutely essential to get right. Some businesses refuse to let people bring their own devices onto the network, yet the vast majority of businesses allow employees to bring their own mobile devices onto the network, as long as they are properly configured by a

leading technology specialist. That way, employees can utilize the tools they feel most comfortable with, without derailing anyone else's performance on the network.

By focusing on these four critical decisions, CEOs can rest assured that their employees will have the tools they need to do great work during 2015. Each decision will shape the future of each organization, and at the end of the day, these choices are up to senior leadership.

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