



Jason Smith
Vice President

Midland Communications Networks Educates Customers on the Power of Microsoft Office 365

*Leader in Unified Communications
Helps Businesses Transition to the
Future*

Davenport, IA – March 23, 2016 - Midland Communications, a leader in unified communications, announced today that they have launched an awareness campaign to help their customers to leverage the powerful capabilities of Microsoft Office 365. Microsoft's software is ubiquitous in the business world and this latest development will greatly impact the way business gets done across the globe.

Microsoft Office 365 is a package of software programs and services that Microsoft has put together in order to dramatically enhance office productivity. They have dedicated a massive amount of their resources and focus to ensure that it is a success, which means that the majority of business owners will be using these tools in the near future, whether they transition now or later. The package includes Microsoft Exchange, Microsoft Office, Microsoft Sharepoint, Microsoft Link and Microsoft Skydrive which all work together seamlessly to create a greatly improved user experience. These programs open up new ways of collaborating online, bringing the power of Microsoft Office to the mobile environment and improving communication amongst team members more than ever before.

"When Microsoft makes a massive change, every business that uses a PC is affected," stated Jason Smith, Vice President at Midland Communications.

"This new advance is about tying everything together so Microsoft users can collaborate regardless of which device they're using, where they're physically located or what time of day it is. This tool helps businesses owners collaborate securely, while giving their employees the tools they need to be successful."

One of the most dramatic differences between Microsoft Office 365 and the existing suite of Microsoft tools is that it eliminates the need for purchasing additional licenses year after year. This answers one of the most frustrating problems that business owners have faced, and with this development they can finally get everyone in the company using the same software, with the same version at the same time. This provides business owners with a suite of technology tools that can scale up as the business grows. The pricing is based on a per person model, which makes this incredibly simple to purchase.

Microsoft 365 has an extremely wide range of capabilities. However, the functionality ranges from real-time, online document collaboration to email/task management to calendar synchronization across devices to instant messaging and more. The bottom line is that new technology exists in order to assist business owners in accomplishing their strategic objectives. This is exactly why companies need to spend the time strategizing with a trusted IT advisor in order to leverage all of the power in this technology.

"The most intelligent business owners will use this transition period in order to gain a competitive advantage and outperform their competitors," added Mr. Smith. "By devising a strategic plan, educating themselves on the new possibilities and finding ways to utilize Microsoft Office 365 to accelerate the accomplishment of those initiatives, business owners can prepare themselves for a winning future."

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.