



Jason Smith
Vice President

Midland Communications Leverages the Power of the Cloud By Offering Customers Workspace as a Service

*Leading Unified Communications
Helps SMBs Take Advantage of
Emerging Technology*

Davenport, IA – July 26, 2016 - Midland Communications an industry leader in unified communications, announced today the release of their newest technology deployment, which is their WaaS (Workspace-as-a-service) program that is being offered to the SMBs (small to mid-sized businesses). The program is designed to help businesses make the proverbial jump to the cloud. As the number of executives increase, so does the demand for more flexible and secure applications, hardware, software and virtualized components. WaaS takes this a step further, by taking office technology to new heights by running every component through a virtualized network, instead of requiring local device management. Midland Communications is very excited to announce this program and to share the value-adds with their existing client base.

In layman's terms, WaaS virtualizes every component on a desktop computer. So instead of having a physical component

such as servers on-site, which can become obsolete, security-breached or malfunctioning, all components are run through the cloud. For end users, this means that every single component of an employee's workstation will be available to them, regardless of where they're located or which device they happen to have with them. Everything resides in the cloud including all software, data, file sharing capabilities, Microsoft programs, and line of business software.

"We're so excited to offer our WaaS program to SMBs," stated Jason Smith, Vice President at Midland Communications. "The majority of businesses will be transitioning the bulk of their IT infrastructure to the cloud and our WaaS solution enables them to do it in a secure manner without compromising their need for flexible access to all of their software tools and programs. Most businesspeople don't have access to all of their technology at any point in time and WaaS eliminates this problem forever. Furthermore, the complete virtualization of the IT network into the cloud

bolsters security. For example, in a WaaS environment, employees can BYOD (Bring Your Own Device) onto the network without any hassle and if that employee leaves the company, their access to the cloud can simply be deactivated, drastically reducing the risk of data loss, systems-breach or malicious use. The case for WaaS is quite clear, because it increases employee flexibility and company security. Over time, these combine to drive productivity and boost the bottom line, which is the core reason for any technology to reach popularity in the business community."

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.