



Jason Smith  
Vice President

## Midland Communications Helps Businesses Deploy and Harness the Power of Gigabit Networks

### *Leading Unified Communications Provider Shares Huge Development in Tech*

Davenport, IA – October 25, 2016 - Midland Communications a leader in unified communications, announced today that the company is helping small to mid-sized business (SMB) owners deploy and harness the power of Gigabit Networks. Midland Communications will educate business owners on how this technology can bolster company-wide productivity, reduce capital investments in IT infrastructure and equip employees with one of the most central assets they need to work effectively – speed.

Each and every day, more and more businesses migrate to the cloud and they rely more heavily on the cloud than ever before. Gigabit Networks will undoubtedly play a central role in facilitating this transition. Gigabit Networks create faster performance across the board, enabling businesses to run their organizations from the cloud, while simultaneously accessing all of their applications, software, virtual private networks (VPN) and other data seamlessly.

Gigabit Networks are networks that perform at 1000 Mbps (Megabits-Per-Second) and are set to become the new standard for connectivity. In simple terms, Gigabit Networks increase a business' ability to access important files, data, applications or services which require high-bandwidth

connectivity, like streaming to devices without interference or latency. This means that if a company stores their files in the cloud, there's no more waiting around for the bandwidth to stop lagging. For businesses using videoconferencing solutions, this means no more fuzzy, pixelated pictures and repeatedly dropped calls. This development means an improvement to virtually every single device on the network, for a minimal expenditure. This has opened up the floodgates for businesses to run their entire operation from the cloud because they can put everything on the cloud, virtualizing their entire IT infrastructure.

"Everyone sees massive value in taking their organization to the cloud," stated Jason Smith, Vice President at Midland Communications. "Those who could foresee this eventuality, were the early players to enter the managed IT services marketplace. At Midland Communications, our clients love the enhanced security of the cloud, they love the easy access to applications on any device and the ability to bring their own device to the network. However, the one issue that organizations used to run into when they would attempt to transition to the cloud was that network speeds couldn't handle the demands of the business. Gigabit Networks have ended this problem. They are so fast,

have such strong connectivity and fuel the high-performance of virtually everything else. Moving to gigabit is like going from horse-drawn carriages to Formula One cars. Your competition will need more than luck to keep up."

### **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)