



Jason Smith
Vice President

Midland Technologies Provides Customers With a Technology Plan for Continued Operations

Leading Managed Technology Services Provider (MTSP) Helps Businesses Owners Persevere Through the Pandemic

DAVENPORT, IA – August 2020 - Midland Technologies, a leading managed technology services provider (MTSP), announced today that the company is building technology plans for businesses to continue to operate through the pandemic. Midland Technologies begins by evaluating an organization's existing technology and then creates a plan to maximize operations and employee productivity with the proper technology that supports both remote and on-site workers. While more restrictions may be on the horizon, there is no reason why most businesses cannot adapt and thrive, especially when they have a strong technology plan.

"We are in unprecedented times, but this doesn't mean businesses can't continue thriving," stated Jason Smith, Vice President of Midland Technologies. "With a shift in approach and proper technology, a business can set itself up for successful continued operations."

Our technology plan is a simplified solution and consists of five main components.

1. Ensure Effective Voice Communication

Not all business phone systems are created equal. Many small to mid-sized businesses that use older systems faced severe challenges sending their employees home with the expectation to communicate effectively with customers and fellow employees. On the other hand, those companies that leverage today's cloud voice technology experienced a much easier and seamless transition.

2. Cybersecure the Home Office

With 45% of home office PCs being infected with malware most companies' critical information are at risk. Protecting home office PCs must be done with the same due diligence as PCs in the office. Cyberattacks are at an all-time high and hackers are preying on remote workers with greater frequency since the pandemic started.

3. Proper Remote Workforce Management

Midland Technologies is a premier Member of Technology Assurance Group, organization of leading managed technology services providers (MTSPs) in the

United States and Canada representing \$500 million in products and services. As a result, Midland Technologies possess the proper techniques and processes to successfully manage a remote workforce. In return, Midland Technologies teaches its customers these best practices so they can be successful in maximizing the performance of remote employees.

4. Make Sure Home Office is Functional

One of the best practices for managing a remote team is to meet over video conferencing as frequently as possible, instead of just via phone call. Employers need to make sure that employees have a functional home office with a PC/laptop that has a camera and mic to get the most out of videoconferencing meetings. Some employees also need access to a Printer/Scanner, in case the office is not fully paperless, yet.

5. Provide Necessary Collaboration Tools.

Without being in physical proximity, employees must rely on collaborative tools like Microsoft Teams, video conferencing and instant

messaging more than ever before, so these solutions need to be carefully selected so that they integrate well. Microsoft Teams comes with all of those features already built-in but employees need to know how to get the most out of it.

“Midland Technologies custom-tailors technology plans to meet specific needs for continued operations,” commented Jason Smith. “We’re taking a leadership position in the face of our current collective predicament, and proactively helping our customers persevere through restrictions or reopening guidelines.”

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