



Jason Smith
Vice President

Midland Technologies's Cybersecurity Platform Deflects Recent Ransomware Attacks on Technology Companies

Leading Managed Technology Services Provider Keeps SMBs Safe, Once Again

DAVENPORT, IA – August 26, 2021 - Midland Technologies, a leading managed technology services provider (MTSP), recently shared that their robust cybersecurity solutions have protected their customers from consistent, daily attacks on small to mid-sized businesses. Unfortunately, this is not the case for many IT companies that leverage other systems like Kaseya, an IT solutions software developer, that was compromised by hackers in July through a malicious software update that Kaseya unknowingly pushed out to SMBs. It's unknown exactly how many devices were infected with absolute certainty, as hackers wreaked havoc on over 1 million devices and demanded \$70M as a ransom. This type of breach targeting companies through their IT providers is becoming more commonplace. Midland Technologies's customers have been completely unaffected by any of these major network compromises.

For years, Midland Technologies has remained ahead of the curve and protected its customers by foreseeing potential threats and rectifying them long before they reach their customers' businesses. In fact, it's a central aspect of their business philosophy. Jason Smith, Vice President of Midland Technologies stated, "We've been preaching the merits of cybersecurity for years and while moments like this are unfortunate to witness, these types of breaches were very predictable. In fact, it's exactly why we've been

making the right investments in the right technologies to keep our customers protected from these types of events. Business owners need to understand that when they hire an IT company, their provider not only needs to install, deploy and maintain the technology properly, but they should also be sophisticated enough to educate them on the significance of cybersecurity in the modern era. Modern advances have shifted cybersecurity from being a cost prohibitive, corporate luxury to a financially sound benefit for any business that wishes to eliminate this risk from their future. Business owners need to start anticipating issues like this, so that they can keep their organizations, employees and futures, secure."

Midland Technologies takes extreme care in protecting its customers from breach and utilizes an array of cybersecurity solutions to fortify its network and protects each customer's IT network using the exact same methods they use internally. In other words, SMBs that are working with true MTSPs, like Midland Technologies, essentially have a 24/7/365 team of dedicated cybersecurity professionals who are constantly innovating solutions which prevent any disruptions from occurring. A central principle behind any effective cybersecurity defense strategy is to use a layered approach, so that in the event of a breach, hackers are restricted to only affecting small portions of the company.

While the true damage done from the Kaseya breach remains to be seen, SMBs must take the initiative to make

the necessary preventative steps to secure their organizations from being affected in the future. While these supply-chain oriented attacks are likely to continue, this doesn't mean that businesses are defenseless. Quite the contrary, as Smith concluded, "In the case of cybersecurity, the old adage, 'an ounce of prevention is worth a pound of cure' is quite appropriate."

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