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Vice President

Midland Technologies Launches Revolutionary Network Data Discovery and Cyber Risk Management Solution for Businesses

Leading MTSP Demystifies Cyber Risks and Gives SMBs Immediate Cybersecurity Roadmap to Security and Compliance

DAVENPORT, IA – June 18, 2024 - Midland Technologies a leading managed technology services provider, has unveiled a groundbreaking new solution designed to instantly conduct data discovery on an organization's network, classify risks, and prioritize cybersecurity measures. This advanced technology Midland Technologies is bringing to small to mid-sized businesses (SMBs) promises to revolutionize how organizations understand and manage their data exposure. In today's digital landscape, the security of sensitive information is paramount. Whether organizations have cybersecurity policies in place or not, most employees still don't adhere strictly to those policies, exposing the company to unnecessary liability and cyber risks. Midland Technologies's solution will put a stop to these risk factors.

Midland Technologies's new solution offers immediate insight into an organization's network vulnerabilities, highlighting potential risks and providing actionable recommendations. This tool not only scans all devices, servers, and cloud integrations immediately, but it integrates

seamlessly with Microsoft 365, enabling businesses to protect critical data stored in Exchange, OneDrive, SharePoint, and Teams.

A key feature of this solution is its ability to classify data based on sensitivity levels. For instance, it can identify documents containing credit card information and reveal the extent of access within the company. As companies begin to use more AI-powered technology, flaws in data security systems are becoming more apparent. Since AI-powered tools can immediately read, access, and contextualize all company data, if things are left unsecure, employees can inadvertently gain access to highly sensitive information. By doing so, it exposes potential security breaches where sensitive data might be overly accessible, thus compromising the organization's integrity.

"Imagine discovering that a document with credit card information is accessible by 100% of your employees, even though it's just stored on a single laptop," said Jason Smith, Vice President at Midland Technologies. "Our solution makes it possible to instantly pinpoint such vulnerabilities and take corrective action, based on the risk factor."

As natural language processing tools, like Microsoft's Copilot will bring many helpful capabilities to organizations, they will also bring

to light any improper data access, such as employees viewing information they shouldn't have, like the CEO's salary details or social security numbers. This new tool ensures compliance with the IT principle of "least privilege," which limits data access to the minimum necessary for job functions.

By classifying risks and quantifying potential financial exposure, the technology provides a clear picture of the liabilities involved. For example, it can reveal a \$100k risk associated with certain credit card numbers or social security numbers, on a single laptop and will give that lone, unsecured laptop a 9.7 risk score (on a 10-point scale) that helps Midland Technologies prioritize which data to secure first. While cybersecurity has long been a nebulous, ubiquitous risk factor that business owners can never seem to do enough to mitigate, Midland Technologies's new technology helps management to efficiently prioritize their security initiatives and deliver the peace of mind they deserve for being proactive.

"Think of it like autocorrect for your IT infrastructure," added Smith. "It not only identifies where your data security is lacking but also provides a roadmap to fix those issues. We launched this because it's important that our clients are empowered to make

their own decisions so they're no longer flying blind in the world of IT security."

Midland Technologies's solution does not transfer company data anywhere; it simply reads the patterns and generates comprehensive reports. By keeping the data within the company's secure environment, it avoids the pitfalls of exposing information to external systems, like in the case of other tools such as ChatGPT or Microsoft's Copilot.

As businesses become increasingly aware of the importance of data security, Midland Technologies's innovative solution stands out as an essential tool for managing and protecting

sensitive information. With its ability to conduct a network data discovery, classify risks, and prioritize security measures, this technology ensures that businesses stay ahead of potential threats.

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