



Jason Smith
Vice President

Midland Technologies Offers Business Critical VoIP Integrations to Maximize Customer Profitability and Productivity

Leading MTSP Enhances Communications for Local Organizations

DAVENPORT, IA – July 30, 2024 - Midland Technologies, a leading managed technology services provider, has announced their comprehensive suite of integrations designed to supercharge VoIP communications for businesses and organizations of all sizes. These integrations are set to maximize profitability and productivity by seamlessly connecting various third-party software applications, including popular customer relationship management systems (CRM), enterprise resource planning systems (ERP), and enterprise management systems (EMS). While many VoIP providers offer unified communications (UC) systems, most are not seamlessly woven into the fabric of their existing systems. Midland Technologies has taken a step further, by seamlessly integrating the power of a UC system into the most widely used organizational communications systems, like Microsoft Outlook, Microsoft Exchange, Microsoft Teams, Hubspot, Salesforce, and more.

“Our objective is maximum utilization of technology and we’re able to achieve this by integrating with the most popular productivity boosting solutions on the market,” stated Jason Smith, Vice President of Midland Technologies. “By doing so we make everyone’s life easy to

effectively communicate within any business, non-profit or institution.”

Midland Technologies’s integration with Microsoft Outlook and Exchange brings unparalleled efficiency to business communications. Whether employees want full call control directly from Outlook, allowing users to dial contacts, synchronize presence with their Outlook calendar, and change presence status directly from Outlook, or other ways of improving their throughput and collaborative abilities, this integration ensures that users can manage their communications more effectively, reducing the time spent switching between platforms.

Midland Technologies’s Microsoft Exchange Communicator further enhances this integration by automatically delivering and synchronizing voice mails and faxes to users' email clients on Windows-based PCs. Changes made to these messages on the email client are instantly reflected on the system, streamlining the communication process and ensuring that no message goes unnoticed. This is ideal for highly collaborative teams, which are looking to increase the pace of communication, which is essential for customer satisfaction.

For organizations that rely on Microsoft Teams, Midland Technologies’s integration extends the platform's capabilities far beyond its standard feature set. Users can make and receive customer calls within the Teams interface, with

additional rich features such as complex routing plans, auto attendant, call handling rules, and call recording. Even the mere feature of call recording adds unprecedented value in the contexts of quality assurance, training, compliance standards and dispute resolution.

One of the most popular CRMs is Salesforce and this integration brings full call control to the application suite. Users can manage calls directly from Salesforce records. “Screen pops” for inbound calls display all known account information, allowing employees to provide informed and efficient customer service.

“Midland Technologies’s technology integrations are designed to help businesses achieve higher efficiency and productivity, enabling seamless communication across various platforms,” added Mr. Smith. “By integrating these powerful tools, organizations can expect to see significant improvements in their operations, ultimately leading to increased profitability.”

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