



Jason Smith
Vice President

Midland Technologies Accelerates Customer Profitability and Competitive Advantage Through the Utilization of Technology

Leading Managed Technology Services Provider Guides Small to Mid-Sized Businesses Through an Innovative Technology Budget and Roadmap Process

DAVENPORT, IA – January 28, 2025 - Midland Technologies, a leading managed technology services provider (MTSP), has introduced a strategic technology budget and roadmap (SBR) process designed to help small to mid-sized businesses (SMBs) maximize their utilization of technology, reduce operational costs, enhance profitability, and stay ahead of their competition. With a forward-thinking approach, Midland Technologies is revolutionizing how businesses align technology with their goals.

“Businesses often find themselves overwhelmed when it comes to managing their technology investments,” said Jason Smith, Vice President at Midland Technologies. “Most managed IT companies are focused on servicing whatever breaks, and they overlook the broader picture of their client’s long term IT infrastructure. Clients don’t just need to optimize single solutions, they need a partner who can weave together a comprehensive picture, deliver strategic insights and give

them a technology roadmap that will help them scale as efficiently and profitably, as possible.”

While many IT companies promise good service and reliable support, Midland Technologies is setting itself apart by delivering measurable results and straightforward technology plans that empower clients to enter technology conversations from an informed position. Through systematic Strategic Business Reviews (SBRs), Midland Technologies ensures customers receive regular updates on:

- **Service Performance and Risk Assessments:** Reviewing system efficiency and addressing vulnerabilities before they escalate.
- **Technology Alignment:** Ensuring businesses meet minimum standards and avoid costly, inefficient infrastructure.
- **Cost and Budget Analysis:** Identifying areas where customers can save on technology expenses and reinvest those savings back into their business.

A key differentiator of Midland Technologies’s process is the technology roadmap created for each client. This roadmap provides a clear path for future upgrades, highlights cost-saving opportunities and ensures every

piece of technology (not just the technology which Midland Technologies provides) aligns with the company’s overall strategy. By identifying risks, planning for growth, and introducing new solutions, Midland Technologies empowers businesses to plan ahead rather than reacting to problems, which can be costly, cause cash flow issues or unnecessary downtime.

“Businesses shouldn’t be blindsided by unexpected technology costs or inefficiencies,” added Smith. “Through our SBRs and roadmaps, we provide transparency and help our clients remain on track with their goals.”

Through Midland Technologies’s Customer Advocate process, businesses have uncovered substantial savings and efficiency gains, such as:

- **Eliminating outdated systems** that are draining budgets.
- **Cutting redundant tools** like standalone conferencing apps when businesses already pay for Microsoft 365.

By analyzing clients’ full technology budget—across infrastructure, internet service providers, VoIP systems,

cybersecurity insurance, and more—Midland Technologies regularly uncovers cost savings which SMBs can use to reinvest back into their business so they can thrive. This approach ensures IT solutions are not just operational expenses but tools that drive profitability.

Midland Technologies's commitment to its clients goes far beyond technology solutions. By partnering as trusted advisors, the company focuses on helping businesses improve their operations, profitability, and competitiveness. Through proactive planning, regular communication, and measurable outcomes, Midland Technologies

continues to redefine what it means to be a strategic technology partner.

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