Jason Smith
Vice President

Midland Technologies Takes the Lead in Transitioning Customers' IT Networks to Microsoft Azure

Leading Managed Technology Services Provider Helps Organizations Take Advantage of the Economic and Productivity Benefits of Moving to the Cloud

DAVENPORT, IA – February 25, 2025 - Midland Technologies, a leading managed technology services provider (MTSP), is helping organizations transition their IT networks to Microsoft Azure. Midland Technologies is empowering organizations to leverage the economic and productivity benefits of moving their network to the cloud. With growing IT complexity, rapid AI innovation and strong demand for flexible hybrid work environments, Midland Technologies is helping to navigate this transition as efficiently, productively, cost-effectively, and profitably for their customers.

"The days of managing bulky on-premise servers have long been over," said Jason Smith, Vice President at Midland Technologies. "The maintenance costs, cybersecurity risks, obsolescence and restrictions that on-premise IT infrastructure pose is no longer a liability business owners need to tolerate. Small to mid-sized businesses (SMBs) and non-profits are moving to Azure because there's no need for them to host physical servers. More than ever, organizations are searching for ways to reduce operating costs, speed up the pace of collaboration and give

their team more flexibility to accomplish their work, in a way that works for their lives. While the cloud has been nascent technology in years past, we've now reached the point in its development where it's simply a superior technology and we foresee it enveloping on-premise servers."

By moving to Azure, organizations no longer need to invest in physical servers, expensive leases or security efforts to secure them. This translates into significant cost savings and opens the door to a more agile IT environment. Additionally, Azure eliminates the problem of scattered data, enabling seamless collaboration across tools which integrate with everything that staff are already familiar with. While cost-efficiency and collaboration are most obvious explanations for why so many organizations are switching to Azure, the most significant reason is because of how it bolsters cybersecurity. Everyone can now leverage all the resources that Microsoft is pouring into cybersecurity. In fact, Microsoft has committed to invest $5 billion and also employs over 5,000 security professionals who are constantly figuring out ways to improve cybersecurity for every user. Since Microsoft has more resources and expertise at their disposal, organizations can expect to enjoy superior uptime and reliability which will far exceed any individual business's capacity to deliver.

The shift to Azure aligns with key organizational objectives —like reducing large capital expenditures, improving collaboration and building a flexible infrastructure. Smith also added, "When customers realize they're already paying for Microsoft 365 licensing and can access premium tools without the burden of maintaining hardware, the choice becomes clear.".

Their team is dedicated to guiding organizations through their transition to the cloud, ensuring a smooth process that prioritizes uptime, data security, and business continuity. Their focus is on simplifying networks, minimizing customer responsibilities, and equipping business owners with IT systems that can grow without constraints.

"With Azure, organizations aren't just upgrading their IT infrastructure; they're future proofing it," said Smith. "We're excited to help unlock the power of the cloud, enabling all to achieve more with less."

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