



Jason Smith
CEO

Midland Technologies Launches AI Automation Tool to Help Businesses Easily Design Workflows to Increase Productivity

Leading Managed Technology Services Provider (MTSP) Provides Innovative Technology to Transform and Enhance Processes

DAVENPORT, IA– August 27, 2026 - Midland Technologies a leading managed technology services provider (MTSP), announced the launch of a new AI-powered automation solution designed to help small and mid-sized businesses complete repetitive back-office work faster, improve accuracy, and create more efficient workflows without requiring employees to become software developers.

Most businesses have routine processes that consume far more time than owners realize. For example, accounting teams compare invoices with billing records. Managers assemble information from several data systems to create reports. Employees copy data between spreadsheets, prepare recurring documents, follow up on incomplete forms, and manually check whether information matches. Individually, these assignments may appear minor. However, across an entire organization, these innocent tasks, can absorb hundreds of employee hours while creating opportunities for mistakes, delays, and

inconsistent results. Midland Technologies is using AI workflow automation to help businesses recapture lost hours, increase accuracy and free up employees to work on higher-level, creative work.

“Most businesses do not need another piece of software that gives their employees more work,” said Jason Smith, CEO at Midland Technologies. “They need technology that can take a repetitive process off someone’s desk and complete it accurately. The purpose of this solution is essentially to give everyone on a team a software developer and AI automation expert, so they have even more resources to perform. Once they’re not mired in the mundane, they can be strategic and help propel your organization to new heights. While many AI tools are incredibly complex, we’ve put together a simple solution.”

Unlike traditional chatbots that explain how to perform a task, Midland Technologies’s new AI Workflow Automation technology can carry out a series of approved steps and deliver a finished result. For example, imagine a company that spends several hours every month comparing service records, customer invoices, and accounting data. An employee may need to export information from several platforms, review rows

individually, identify discrepancies, and prepare a summary for management. But with AI automation, the employee can design a repeatable process that collects the approved information, checks for inconsistencies, organizes the results, and produces a report for review on a recurring basis.

“Your team should be designing processes and delegating repetitive execution to AI,” added Smith. “The goal is not to automate everything simply because we can. The goal is to identify work that repeatedly consumes valuable employee time and ask whether technology can handle the routine portion more efficiently. That gives people more time to solve problems, serve customers, and perform the work that requires their judgment or is more personally fulfilling.”

Rather than asking owners to select tools, build complicated integrations, or learn technical systems, Midland Technologies can help identify a useful process, define the desired outcome, and design an automation around the way the company already operates. This allows businesses to begin with a specific problem instead of purchasing random AI technology without a clear, practical use for it.

Human oversight remains an important part of the process.

Employees and managers can review completed work, confirm accuracy, and maintain control over decisions that affect customers, finances, employees, or business operations. This combination of automation and human judgment enables businesses to increase speed without blindly handing important responsibilities to a machine. Effectively, everyone on a team is now in leadership and has their own direct AI reports to manage.

“AI should not be a science project,” Smith concluded. “It should solve a real business problem. When we meet with you and can help you turn hours of repetitive work into a process that

is completed quickly and consistently, it gives the organization additional capacity without simply asking employees to work harder.”

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