

## Are You Running Your Business on Obsolete Technology?

Written by Richard Martin

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### Midland Communications Advises Customers on the Dangers of Operating on a Manufacturer Discontinued Phone System

DAVENPORT, IA - January 8, 2013 - The world of unified communications is centered on the idea of leveraging powerful technologies and applications to boost productivity. When individual employees have superior tools they are able to do more with less and increase bottom-line profitability. However, many businesses are becoming increasingly familiar with the concept of planned obsolescence, which is a policy of planning or designing a product with a limited useful life, so it will become obsolete, unfashionable or no longer functional after a certain period of time. Phone systems and data networks are beginning to show signs of planned obsolescence and business owners are beginning to reexamine their communications infrastructure. Small to medium-sized businesses (SMBs) need to take a close look at their phone systems to evaluate when obsolescence will strike and what steps they can take to avoid this.

Many of the existing phone systems that businesses are currently running have been discontinued and no longer supported by the manufacturer. This basically means that the technology has run its course, stopped being manufactured and is becoming exceedingly difficult to service. In other words, if a business is running its communications infrastructure on obsolete technology, when it breaks down there won't be anyone to help fix it. This is a giant risk that business owners are taking when their customer relationships are on the line. An outdated phone system will ultimately crash. Businesses cannot afford to go down and cut off all contact with their customers.

"Here at Midland Communications, we are educating companies on the risks associated with manufacturer discontinued phone systems as well as their options for new technology," stated Jason Smith, Vice President of Midland Communications. "This is an exciting time in our industry because with the advent of SIP (session initiation protocol) many companies can easily cost justify the adoption of today's technology. Plus, these businesses will benefit from applications and features designed to increase their profitability, enhance their employees' productivity, and give them a competitive advantage, something their outdated phone system cannot do."

#### ABOUT MIDLAND COMMUNICATIONS

Midland Communications began more than 60 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 Communications 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 Communications, call [\(563\) 326-1237](tel:5633261237)

or visit

[www.midlandcom.com](http://www.midlandcom.com)

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