



## BTS TECHNOLOGIES

IT Services | Phones | Security



Roger Wentowski  
President

### **BTS Accelerates the Adoption of Microsoft Azure Among Local Businesses**

#### *Leading MTSP Helps Organizations Benefit by Moving Their Network Into the Cloud*

BIRMINGHAM, AL – October 25, 2023 - BTS, a leading managed technology services provider (MTSP), announced today that the company has accelerated the adoption of Microsoft Azure cloud services among local small and medium-sized businesses (SMBs). There are numerous reasons BTS has been leading charge, which includes transitioning technology from a capital expense to an operational expense, convenience of flexible workforce being driven by remote/hybrid work environments, multi-location operations, constant access to the latest applications, and greater cybersecurity. BTS is helping businesses benefit from Azure's capability to enhance organizational utility, flexibility, and scalability to an almost unprecedented level. First and foremost, Microsoft Azure eliminates outdated IT hardware in SMBs. Most companies are accustomed to purchasing on-premise servers and this manner of running a network and storing data has become obsolete with the

proliferation of the cloud. On-premise servers quickly become outdated, which lead to major security concerns as well. Without regular updates and software upgrades they are susceptible to slower speeds while the rest of the world is speeding up. In sum, it makes no sense for business owners to outlay large capital expenditures on deteriorating technology. As a result, technology becomes an operating expense versus a capital expense and companies benefit from a utilization model.

"For many smaller companies, the notion of moving operations into the cloud seems daunting due to perceived complexity," stated Roger Wentowski, President at BTS. "When you're making this move, you position your company for a bright future; however, you do need to simplify as much as possible. This is another reason we're such big advocates of Azure, because it actually simplifies cloud computing and helps businesses achieve new levels of efficiency. Our role is to educate companies on how Azure can drastically improve their performance and then conduct a seamless transition for them."

BTS also encourages businesses to move to Microsoft

Azure for cloud services because of workforce convenience especially in a multi-location and a remote work environment. While remote teams can be more productive and efficient, it requires a cloud-based platform for maximum results. As remote work is likely to keep growing in popularity, especially with younger generations encompassing a larger percentage of the workforce, it's essential that cloud infrastructure equips organizations to thrive.

Another huge advantage of cloud computing with Azure is how it assists organizations with unified business intelligence, operations infrastructure, enterprise resource planning (ERP), and data management into one flexible and scalable platform. For example, an ERP integrated with Azure helps businesses adapt quickly and empowers them to make data-driven decisions.

Azure is also dominating the marketplace because it offers a cloud infrastructure that increases cybersecurity. A big differentiator is how it not only delivers frequent, comprehensive security updates, but that users also receive updates to the architecture of the software. This makes it much more difficult to breach

since the fundamental architecture adapts to emerging threats.

“With Azure, businesses gain the agility and tools needed to enter new markets, enable growth through acquisitions, and launch new products quickly,” Wentowski continued. “After working closely with organizations to build, manage and deploy applications on a local, national or even global scale, we’ve found that Azure is paving the way for the future and BTS is at the forefront of guiding our customers to take advantage of it.”

#### **ABOUT BTS TECHNOLOGIES, INC.**

Founded in 1976, BTS Technologies is Alabama’s leading managed technology services provider. The company’s mission is to increase its customers’ profitability, improve their productivity and give them a competitive advantage by implementing the right technology. BTS Technologies is the only provider that protects its customers from the two risks of technology - obsolescence and cost. As its customers’ trusted technology advisor, BTS Technologies has earned the position as the market leader and its customers’ business through quality products and services.

BTS Technologies is a premier Member of Technology Assurance Group, an organization of leading managed technology services providers (MTSPs) in the United States and Canada representing \$800 million in products and services. This means that the organization is the ultimate resource for Managed IT

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