



## ATS Communications Addresses State of the Union for Technology In 2018

### *Leading Managed Technology Services Provider Prepares Business Owners for Future*

Concord, CA – December 20, 2017 - ATS Communications a leader in managed technology services, announced today that the company sharing its predictions for the future of the technology sector. ATS Communications is preparing business owners for the anticipated technology explosion in 2018. One of the bases for this prediction is the growing number of employed individuals and the omnipresent demand for technology in the modern workplace.

According to CNN Money, “Unemployment inched down to 4.1%” which is the lowest unemployment rate in the last 17 years. Furthermore, Goldman Sachs predicts the unemployment rate to tumble to 3.5% by the end of 2019. The last time unemployment was 3.5% was December 1969, according to the Bureau of Labor Statistics.

With more and more tech-savvy Millennials entering the workforce and Baby Boomers retiring, the demand for technology is inevitably on-the-rise. Millennials have been raised with technology as a central part of their environment, and in some cases a central part of their identity, and the progression into the workplace is simply a logical conclusion at this point. “Millennials don’t think of technology as an accessory, in many cases they consider it more important than face-to-face interpersonal skills. There is no doubt that the demand for technological solutions will continue to explode in 2018,” stated Sanford Gladding, President of ATS Communications.

As the economy continues to skyrocket, companies across the board are looking for ways to increase investment in their organizations and to set themselves up for a successful future. “As business owners start looking for ways to strengthen their organizations, technology always provides ROI as long as it satisfies two main considerations. First, it must provide a true cost of ownership. Many technology expenditures are initially small, but require huge reinvestments in supplemental equipment, hardware and software to keep the technology working properly in the long-run. From a financial standpoint, business owners should only purchase technology that includes these considerations in the initial investment and provides a true, fixed cost of ownership. Second, the technology must eliminate the risk of obsolescence. All technology investments should be dynamic in nature, as opposed to static, in order to circumvent the inevitable obsolescence of technology. In the same way that your iPhone is continuously upgraded and improved with new software without the owner incurring any additional expense, the same should apply to business technology investments,” concluded Gladding.

As more individuals enter the workforce, businesses will need to leverage new collaboration tools, similar to Slack or Salesforce, even more than ever before. As the workforce grows, the demand for high-functioning communication tools obviously follows suit. Additionally, business owners may want to consider investments in cloud-based technologies because of their inherent flexibility and ability to scale cost-effectively. Regardless of detail, technology is set to explode in 2018

and business owners would do well to prepare themselves accordingly, and position themselves for success.

### **About ATS Communications**

ATS is a technology solutions provider that partners with businesses to implement the latest enterprise networking and IT infrastructure, unified communications, cyber-security, business continuity, video surveillance and cloud infrastructure. These products and services are delivered as a proactive managed service model providing peace of mind that all critical business systems meet expectations of high availability, security and optimization. With expertise on a wide range of voice and data products, ATS Communications is a business’ complete voice and data partner. Their services match the needs of small and medium size enterprises with optimized technology that provide best practice solutions which creates a competitive advantage and makes a positive impact to the client’s bottom line. With over 40 years of experience, ATS has gained an excellent reputation for designing, implementing and proactively supporting solutions that focus on converging voice and data applications and has been recognized for outstanding performance by several of the industry’s top manufacturers. These credentials have allowed ATS to grow and partner with businesses throughout Northern California and across the United States. ATS has three California offices located in Concord, Sacramento and Redding. For more information, call their corporate office in Concord at (925) 602-1500 or visit [www.atscommunications.com](http://www.atscommunications.com).