



Sanford Gladding  
President

## **COVID-19 Accelerates Azure Adoption Among ATS Communications's Customers**

*Leading Managed Technology Services Provider (MTSP) Reports on Spike in Cloud Demand from Small to Mid-Sized Businesses (SMBs)*

CONCORD, CA – November 2020 - ATS Communications, a leading managed technology services provider (MTSP), announced today that the COVID-19 pandemic has drastically increased the forecasted demand for cloud solutions among SMBs, even beyond what most were expecting. Due largely to the increased need for Work-From-Home (WFH) solutions, SMBs are investing heavily in the cloud, through services like Microsoft Azure, to equip their organizations with the virtualization solution necessary to take their businesses to the next level. As a result, ATS Communications is helping more and more SMBs transition their on-premise IT network to Microsoft's Azure.

It's no secret that most businesses have shifted their operations to hybrid environments, if not fully-remote, and as that shift has occurred the corresponding increase in demand for cloud IT has also grown. According to the *2020 State of the Cloud Report*, by Flexera, "50% of SMBs are expecting their cloud usage to be higher than planned due to COVID-19." Whether a business owner decides to embrace this tech or not is more of a moot point, because it's highly likely that

in the very near future their clients, customers, suppliers and prospects will all be utilizing this technology and they will eventually be using it, too, to remain relevant.

With more than 95% of Fortune 500 companies utilizing Microsoft Azure, it's only a matter of time before it becomes ubiquitous. Sanford Gladding, President of ATS Communications commented, "Azure is the ideal environment for SMBs to enhance their IT environment because a hybrid workforce is now the new norm. For the business owner, this means that they have immediate scalability within their IT, the flexibility to instantly reduce expenses if they need to adjust headcount and a foundation to support their easily predictable usage of more cloud-based applications in the future."

In such uncertain times, business owners are looking to position themselves with maximum flexibility and security when it comes to their IT. With cloud IT solutions, companies can "pay for what they use, as-they-go" and nothing more.

### **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.teamats.com](http://www.teamats.com).