Sanford Gladding
President

ATS Accelerates the Adoption of Microsoft Azure Among Local Businesses

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

CONCORD, CA – October 25, 2023 - ATS , 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 ATS 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. ATS 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First and foremost, Microsoft Azure eliminates outdated IT hardware in SMBs.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 On-premise servers quickly become outdated, which lead to major security concerns as well.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 Sanford Gladding, President at ATS . "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."

ATS 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," Gladding 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 ATS is at the forefront of guiding our customers to take advantage of it."

ABOUT ATS

ATS is an industry awarded and respected managed technology solutions provider that partners with businesses to implement the latest enterprise IT networking and infrastructure, unified communications, cyber-security, business continuity, video surveillance and cloud technologies. These products and services are delivered as a proactive managed service model following our core values resulting in peace of mind that all critical business systems meet expectations of high availability, security, and optimization. With expertise on a wide range of technical offerings, ATS is a business' complete technology partner. Our services match the needs of small and medium-sized enterprises with optimized technology that provides best-practice solutions which creates a competitive advantage and makes a positive impact for the client's bottom line. With over 45 years of experience, ATS has gained an excellent reputation for designing, implementing, and proactively supporting solutions that focus on converging applications allowing the company 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.