



Sanford Gladding
President

ATS Delivers Strategic Business Reviews to Help Organizations Capitalize on Today's Technology

*Leading Managed Technology Services
Provider Accelerates
Customer Productivity and
Profitability*

CONCORD, CA – November 26, 2024 - ATS a leading managed technology services provider (MTSP), announced the expansion of its Strategic Business Reviews (SBR), designed to help organizations maximize their technology investments. With many small to mid-sized business owners either under-resourced or undereducated on the latest innovations in the IT and cybersecurity space, ATS has stepped in to serve as a fractional CTO for business owners who need help with strategic planning. Instead of focusing on lower-level information, such as the number of service tickets completed, number of threats prevented, these reviews are not just routine check-ins, but a systematic approach to understand how their clients are growing their businesses and how to apply new technology to drive innovation, increase productivity, and boost profitability within those specific areas.

“In today’s environment, simply meeting expectations is no longer enough. To truly thrive, businesses must *exceed* expectations,” stated Sanford Gladding, President of ATS . The organization’s Strategic Business

Reviews foster open, respectful, and candid conversations between customers and technology advisors, in order to leverage collective expertise to help businesses scale intelligently. “It’s not just about how many support tickets we closed,” said Gladding. “Our focus is understanding which specific obstacles are preventing our clients from growing. Then, our responsibility is to act as a stand-in or sounding board for the organization’s CTO. By providing business owners with access to a panel of IT experts, we set the stage to ensure that their long-term vision can be actualized from an IT standpoint. While this may be controversial, since it requires significant resources on our side, when we help our clients strategize on the appropriate technology roadmap necessary to reach their goals we earn their trust to recommend solutions in the future. For us, it’s about investing the time up-front, so that when their business is propelled forward, they remember the value of our guidance. And when our clients win, we win, too.”

ATS 's Strategic Business Reviews function in the same manner as a fractional CTO would, empowering businesses to leverage technology more deliberately and providing expert guidance to navigate the future. With the average business owner relying on outdated IT

advice from a single IT employee, internet searches or a cousin who builds websites, ATS is bringing sophisticated IT infrastructure road mapping to organizations who need that level of expertise the most. The reviews cover essential areas, including:

- **Performance and Network Review:** Evaluating the overall performance of the organization’s network to ensure uptime and efficiency, since companies can only grow as quickly as their networks can reliably perform.
- **Cybersecurity Overview:** Assessing which cyber threats have been avoided and offering proactive recommendations for stronger security. Additionally, SBRs help clients prioritize threat severity levels so they don’t overpay for comprehensive solutions, which don’t match their immediate goals, “right-sizing” their cybersecurity defense based on real data.
- **Growth & Innovation:** Identifying areas for company growth and introducing new technology solutions to enhance operations.

“We’ve been around for so long because we don’t just fix problems; we anticipate them,” added Gladding. “Through these reviews, we can understand what’s happening within clients’ businesses behind-the-scenes,

which enables us to suggest ways to optimize their operations. Additionally, after working with hundreds of businesses, another huge outcome of these meetings is that we've found ourselves introducing one client to another client, if there's a high probability of mutual benefit. Through our many years in the industry, we've also learned which companies to work with and which to avoid, so we share the benefit of that experience with our clients, so they only work with companies who possess a stellar reputation. We've even gone so far as to refer clients to other shipping providers, which is completely unrelated to our services, but we do it simply because we recognize it could reduce costs and drive profitability. The core reason we exist is because we find ways to help our fellow business owner succeed, despite all the challenges they face."

Another example of an issue that's been solved as a result of SBRs is that many companies who've migrated to WFH (work-from-home) or hybrid environments have run into cybersecurity insurance "escape clauses," subtly written into their agreements with shady insurers. ATS has actually uncovered documents which essentially state, "If your IT provider attempts to resolve this threat, at any point, we are no longer liable for any damage to your company," which is an egregious manipulation that may slip past the awareness of the typical business owner. In response, ATS not only offers complimentary reviews to these types of predatory cyber insurance agreements to pinpoint these illegitimate "escape clauses" but they've gone a step further to

rectify the issue completely via redundant insurance agreements. Through their partnership with Lloyd's of London, this creates a double layer of cyber insurance whereby if a client's insurer tries to shirk their responsibilities, ATS's insurance extends to the client's operation, effectively giving them "double-coverage" via an ironclad agreement put together by ATS's legal team. Gladding added, "Insurance costs skyrocketed when businesses shifted to remote work, and many companies were caught off guard by sneaky loopholes in their policies, however, we've worked with Lloyd's of London to make sure our clients aren't left exposed. We believe it's our duty to protect our client's best interests, especially, when no reasonable person would expect them to catch this level of granular manipulation."

ATS's Strategic Business Reviews are a two-way educational process, where—ATS learns more about the client's specific business needs, while also educating them on new technology trends, security risks, and potential growth opportunities. This collaborative approach solidifies the relationship as a trusted business partner, not just an IT provider.

"By taking a proactive role in our clients' business strategies, we build a deeper relationship based on mutual respect and trust." In a fast-paced industry, with many companies "here today, but gone tomorrow," MTSPs like ATS are poised to provide stability, so their clients can rest assured that their technology not only supports their business today but drives its growth tomorrow.

For more information or if you'd like to request one of ATS's

Strategic Business Reviews, please visit www.teamATS.com or contact (925) 602-1500.

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.