



Sanford Gladding  
President

## **ATS Accelerates Customer Profitability and Competitive Advantage Through the Utilization of Technology**

*Leading Managed Technology Services Provider Guides Small to Mid-Sized Businesses Through an Innovative Technology Budget and Roadmap Process*

CONCORD, CA – January 28, 2025 - ATS, a leading managed technology services provider (MTSP), has introduced a strategic technology budget and roadmap (SBR) process designed to help small to mid-sized businesses (SMBs) maximize their utilization of technology, reduce operational costs, enhance profitability, and stay ahead of their competition. With a forward-thinking approach, ATS is revolutionizing how businesses align technology with their goals.

“Businesses often find themselves overwhelmed when it comes to managing their technology investments,” said Sanford Gladding, President at ATS. “Most managed IT companies are focused on servicing whatever breaks, and they overlook the broader picture of their client’s long term IT infrastructure. Clients don’t just need to optimize single solutions, they need a partner who can weave together a comprehensive picture, deliver strategic insights and give them a technology roadmap that will help them scale as efficiently and profitably, as possible.”

While many IT companies promise good service and reliable support, ATS is setting itself apart by delivering measurable results and straightforward technology plans that empower clients to enter technology conversations from an informed position. Through systematic Strategic Business Reviews (SBRs), ATS ensures customers receive regular updates on:

- **Service Performance and Risk Assessments:** Reviewing system efficiency and addressing vulnerabilities before they escalate.
- **Technology Alignment:** Ensuring businesses meet minimum standards and avoid costly, inefficient infrastructure.
- **Cost and Budget Analysis:** Identifying areas where customers can save on technology expenses and reinvest those savings back into their business.

A key differentiator of ATS’s process is the technology roadmap created for each client. This roadmap provides a clear path for future upgrades, highlights cost-saving opportunities and ensures every piece of technology (not just the technology which ATS provides) aligns with the company’s overall strategy. By identifying risks, planning for growth, and introducing new solutions, ATS empowers

businesses to plan ahead rather than reacting to problems, which can be costly, cause cash flow issues or unnecessary downtime.

“Businesses shouldn’t be blindsided by unexpected technology costs or inefficiencies,” added Gladding. “Through our SBRs and roadmaps, we provide transparency and help our clients remain on track with their goals.”

Through ATS’s Customer Advocate process, businesses have uncovered substantial savings and efficiency gains, such as:

- **Eliminating outdated systems** that are draining budgets.
- **Cutting redundant tools** like standalone conferencing apps when businesses already pay for Microsoft 365.

By analyzing clients’ full technology budget—across infrastructure, internet service providers, VoIP systems, cybersecurity insurance, and more—ATS regularly uncovers cost savings which SMBs can use to reinvest back into their business so they can thrive. This approach ensures IT solutions are not just operational expenses but tools that drive profitability.

ATS’s commitment to its clients goes far beyond technology solutions. By partnering as trusted advisors, the company focuses on helping businesses improve their operations, profitability, and

competitiveness. Through proactive planning, regular communication, and measurable outcomes, ATS continues to redefine what it means to be a strategic technology partner.

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