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VP of Sales

COVID-19 Accelerates Azure Adoption Among Technolink of the Rockies's Customers

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

ENGLEWOOD, CO – November 2020 - Technolink of the Rockies, 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, Technolink of the Rockies 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. Jeff O'Neill, VP of Sales of Technolink of the Rockies 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 TECHNOLINK OF THE ROCKIES

Founded in 1983, Technolink of the Rockies is able to fulfill all of its customers' technology needs. The company is the premier resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT Services, Network Security, Video Conferencing and Disaster Recovery. Technolink of the Rockies has built a team of professional voice and data specialists whose goals are maximum customer satisfaction through total customer service. The company designs, implements and monitors end-to-end solutions.

Technolink of the Rockies delivers the future by linking business technologies today! For more information, please call 303-790-8700 or visit us at www.asktechnolink.com.