



Jeff O'Neill  
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## Technolink Of The Rockies Declares On-Premise Technology Obsolete

*Leading Technology Provider Advises SMBs to Trade-In Their Obsolete Tech for the Latest Advancements*

Englewood, CO – November 30, 2017 - Technolink of the Rockies a leading technology provider, announced today that the company has begun to advise owners of SMBs (small to mid-sized businesses) to trade-in their obsolete tech for the latest advancements in technology. With many companies already shifting the bulk of their infrastructure to a cloud-based IT environment, Technolink of the Rockies is preparing their customers for the inevitable future that any on-premise technology is no longer necessary. In stride with companies like Uber, the world's largest taxi company that owns no taxis, or AirBnB, the world's largest hotel company, that owns no hotels, Technolink of the Rockies asserts that the most businesses will own no on-premise technology, either.

Historically, business owners would purchase their technology outright, only to eventually be burdened with unforeseen maintenance costs, repair costs or miscellaneous

costs that were not part of the initial purchase, but necessary for scaling. The total cost of ownership of the technology far exceeded the initial purchase price and business owners were left deciding which servers, routers and supplementary purchases they needed to make without the expertise, nor inclination to do so.

Furthermore, after a substantial capital expenditure, the underlying technology would reside on-site, eventually becoming obsolete.

In recent years, IT and telephony have evolved to the point where SMBs can completely avoid large capital expenditures on depreciating assets. This is one of the catalyzing reasons behind the explosive interest in cloud-based technology solutions, because once technology is in the cloud and is stored in extremely secure, off-site locations, the business owner doesn't have to waste time evaluating technology investments.

"We're helping more and more businesses transition to cloud-based technology, while enhancing their overall customer experience," stated Jeff O'Neill,

VP of Sales of Technolink of the Rockies. "Not only does cloud lessen the financial impact of technological obsolescence or unforeseen maintenance/growth costs, but it's a superior ownership experience for everyone in the company."

Employees are continuing to ask employers for more and more remote working agreements, which requires cloud-based, off-site technology, that is constantly managed, monitored, secured and upgraded by a managed IT services provider in order to keep the company secure, while simultaneously offering employees the flexibility to work from anywhere. CFOs are largely in favor of cloud-Cloud Workspace solutions because of the fixed monthly costs. The CFO is never surprised by large capital expenditures or all technology going obsolete simultaneously.

True managed IT service providers, like Technolink of the Rockies, are constantly upgrading technology solutions as features or functionality is added, so that each company always has the latest and greatest tech, without any spikes

in monthly expense. Not to mention, in a cloud services environment, additional technology can be added or reduced to adjust for seasonal sales cycles or as a company's office size needs shift, the technology can mirror that expansion or contraction. In other words, it provides more tech when you need it, less expense when you don't.

"Much like Apple's iPhone users who regularly receive software updates, speed improvements and other optimizations, simply by pressing a button without incurring an additional expense, SMBs can enjoy upgrades, new software improvements, add-ons

and enhanced security simply by working within our Cloud Workspace," added Mr. O'Neill. "The overall goals of technology are to increase competitive advantage and to reduce overall cost and the migration from on-premise to cloud services, is the most sensible step in that direction."

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