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Technolink of the Rockies 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

ENGLEWOOD, CO – January 28, 2025 - Technolink of the Rockies, 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, Technolink of the Rockies is revolutionizing how businesses align technology with their goals.

"Businesses often find themselves overwhelmed when it comes to managing their technology investments," said Jeff O'Neill, VP of Sales at Technolink of the Rockies. "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, Technolink of the Rockies 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), Technolink of the Rockies 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 Technolink of the Rockies'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 Technolink of the Rockies provides) aligns with the company's overall strategy. By identifying risks, planning for growth, and introducing new solutions, Technolink of the Rockies 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 O'Neill. "Through our SBRs and roadmaps, we provide transparency and help our clients remain on track with their goals."

Through Technolink of the Rockies'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—Technolink of the Rockies 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.

Technolink of the Rockies'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,

Technolink of the Rockies continues to redefine what it means to be a strategic technology partner.

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.