



Nova Communications Leverages Microsoft Azure to Take Customers Into the Cloud Cost Effectively

Leading Managed Technology Services Provider Helps Local Companies Move From Outdated Servers With a Seamless Transition to the Cloud

PLYMOUTH, MN – February 2020 - Nova Communications a leading managed technology services provider (MTSP) is leveraging Microsoft Azure to help eliminate outdated IT hardware in small to mid-sized businesses (SMBs) and make a seamless transition to the cloud. Microsoft's most common suite of products has reached expiration such as Windows 7 and as those products and services have matured into obsolescence along with server they ride on. Nova Communications has been proactively transitioning companies with end-of-life Microsoft products into Microsoft Azure in order to keep them up-to-date with the contemporary business world.

While many business owners are accustomed to purchasing on-premise servers, this way of storing data has become obsolete with the proliferation of the cloud. Aside from the fact that the tech world has embraced the cloud and that virtually all innovation from this point forward will incorporate the cloud in some way, on-premise servers have matured beyond their useful life into obsolescence. On-premise servers are vulnerable to becoming outdated, which lead to major security concerns for business owners. On top of that, without regular updates and software upgrades they are susceptible to slower speeds while the rest of the world is speeding up. In sum, it makes no sense for business owners to outlay large capital expenditures on deteriorating technology.

"Unfortunately, on-premise just doesn't make fiscal sense, anymore," stated Pete Jones, Owner/President of Nova Communications. "While most businesses are expanding and need to have hardware that scales, cloud servers that cater to a mobile workforce and data that can be confidently secured, on-premise has fallen behind the curve. Since, our customers' businesses can't afford that level of inefficiency within their organizations, we've been very proactive in ushering in this transition. We've been transitioning our customers into Azure and will continue to do so, to keep them ahead of the curve and more importantly, profitable."

Utilizing cloud servers through Microsoft Azure enables businesses to benefit from regularly updated and upgraded hardware to keep data integrity strong. Additionally, Microsoft Azure is a direct response to the growing demand for secure access to data from a mobile workforce that span across multiple locations. With Millennials and now Gen Z entering the workforce, these trends show no signs of slowing down.

Jones later continued, "At some point in the near future, owning on-site servers will be like having a coin-operated telephone in the lobby for your employees to use. How are your top employees supposed to perform at peak levels with obsolete technology like that?"

On-premise servers have gone the way of the fax machine and in the same manner that utilizing older hardware increases cost through lack of efficiency, on-premise servers must be updated, immediately. Nova Communications has positioned themselves and their customers

ahead of the curve to make sure their customers remain productive, efficient and profitable with technology like Microsoft Azure.

ABOUT NOVA COMMUNICATIONS

Nova Communications is Minnesota's largest and most experienced Toshiba and Zultys dealer. Telecommunications runs your business. The team at Nova Communications has a history dating back to the early 1980's. Nova Communications does not just provide telephone system equipment and service; we provide a stake in the business of our customers. We learn their business and work with them to ensure they are receiving the very best value. Our goal is a lifelong partnership. The company's goal is maximum customer satisfaction through total customer satisfaction.

Nova Communications provides customers with industry leading technology, serviced by Factory Certified technicians with years of experience. Customer training is offered for every component of the phone system by Nova Communication's highly experienced team.

The company's trusted and professional technicians offer service to ensure system reliability. Nova Communications also offers comprehensive emergency service 24 hours a day, 7 days a week guaranteed within 2 hours.

For more information on Nova Communications, Inc. call (952) 473-2100 or visit <http://www.nova-communications.com>.