



Nova Technologies 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

PLYMOUTH, MN – January 28, 2025 - Nova Technologies, 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, Nova Technologies is revolutionizing how businesses align technology with their goals.

“Businesses often find themselves overwhelmed when it comes to managing their technology investments,” said Pete Jones, Owner/President at Nova Technologies. “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, Nova Technologies 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), Nova Technologies 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 Nova Technologies’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 Nova Technologies provides) aligns with the company’s overall strategy. By identifying risks, planning for growth, and introducing new solutions, Nova Technologies 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 Jones. “Through our SBRs and roadmaps, we provide transparency and help our clients remain on track with their goals.”

Through Nova Technologies’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—Nova Technologies 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.

Nova Technologies’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, Nova Technologies continues to redefine what it means to be a strategic technology partner.

ABOUT NOVA TECHNOLOGIES

Nova Technologies is Minnesota's largest and most experienced Toshiba and Zultys dealer. Telecommunications runs your business. The team at Nova Technologies has a history dating

back to the early 1980's. Nova Technologies 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 Technologies 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 Technologies' highly experienced team.

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

For more information on Nova Technologies call (952) 473-2100 or visit <http://www.nova-tech.us>.