# Integrated Network Solutions 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*

SAVANNAH, GA – December 23, 2024 - Integrated Network Solutions, 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, Integrated Network Solutions is revolutionizing how businesses align technology with their goals.

"Businesses often find themselves overwhelmed when it comes to managing their technology investments," said Mike Dodd, President/CEO at Integrated Network Solutions. "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, Integrated Network Solutions 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), Integrated Network Solutions 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 Integrated Network Solutions'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 Integrated Network Solutions provides) aligns with the company's overall strategy. By identifying risks, planning for growth, and introducing new solutions, Integrated Network Solutions 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 Dodd. "Through our SBRs and roadmaps, we provide transparency and help our clients remain on track with their goals."

Through Integrated Network Solutions'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—Integrated Network Solutions 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.

Integrated Network Solutions'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, Integrated Network Solutions continues to redefine what it means to be a strategic technology partner.

## ABOUT INTEGRATED NETWORK SOLUTIONS INC.

Integrated Network Solutions Inc. (INS) is a Savannah, Georgia based converged technology company. INS was incorporated in 1990 to provide high quality, cost-effective voice and data services with an emphasis on mutually beneficial business relationships. INS' unique approach to the technical service business allows us to tailor the right mix of services to most effectively meet your needs.

For more information on INS, call (912) 966-5470 or visit us at www.phonesav.com.