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## **Contrast 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*

NE and Central PA – January 28, 2025 - Contrast, 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, Contrast is revolutionizing how businesses align technology with their goals.

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

Through Contrast’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—Contrast 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.

Contrast'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, Contrast continues to redefine what it means to be a strategic technology partner.

### **ABOUT CONTRAST**

Contrast is a regional provider of Communication and IT solutions and services. We provide custom on-premise and cloud-based solutions, managed services and live, 24/7 customer support for voice and unified communications systems, contact

centers, HD video conferencing, infrastructure, networking, and storage and back-up. High performance businesses, governments and non-profit organizations choose Contrast to CONNECT, CLOUD-enable and CARE for their end-to-end communication and IT requirements. For more information please visit <https://www.contrastcommunications.com/> or call (570) 966-1515.