



Travis Wells  
Vice President & Partner

## **Voice & Data Systems 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*

OMAHA, NE AND COUNCIL BLUFFS, IA – January 28, 2025 - Voice & Data Systems, 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, Voice & Data Systems is revolutionizing how businesses align technology with their goals.

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

Through Voice & Data Systems’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—Voice & Data Systems 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.

Voice & Data Systems'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, Voice & Data Systems

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

### **ABOUT VOICE & DATA SYSTEMS**

Voice & Data Systems provides state-of-the-art technology solutions for businesses throughout the Midwest and Great Plains from their headquarters in Omaha, Nebraska. The company implements strategies and customizes solutions that are specific to their customer's requirements for Managed IT Services, Business Phone Systems, Surveillance, Access

Control, Wireless and Cabling Infrastructure.

Voice & Data Systems serves a diverse customer base that includes Private Business, Commercial, Educational, Health Care, Public Utilities, Hospitality, Industrial, Utilities, Religious Entities, Local, State and Federal Government including the Military. Their mission is to provide specific technology solutions that increase their customers' profitability, improve employee productivity, and give them a competitive advantage in their marketplace. For more information, please call (402) 5719049 or visit [www.voicendata.net](http://www.voicendata.net).