



Parker Data & Voice 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*

HUNTSVILLE, TX – January 28, 2025 - Parker Data & Voice, 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, Parker Data & Voice is revolutionizing how businesses align technology with their goals.

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

Through Parker Data & Voice’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—Parker Data & Voice 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.

Parker Data & Voice’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, Parker Data & Voice continues to redefine what it means to be a strategic technology partner.

ABOUT PARKER DATA & VOICE

Parker Data & Voice, LLC provides managed cloud, hosted server and on-premise IT, data and unified communications solutions to small & medium sized businesses. A leader in SMB cloud hosting and among the top 10% of Microsoft Small Business Partners who provide hosted Azure services, the company is uniquely positioned as experts in taking customers to the cloud. The company’s mission is to “Deliver business technology solutions that help our clients improve business process efficiency, profitability and competitive advantage in the marketplace.” The company offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 2 hours.

For more information on Parker Data & Voice, LLC, call (281) 783-4220 or visit www.parkerdatavoice.com.