



BTS TECHNOLOGIES

IT Services | Phones | Security



Roger Wentowski
President

BTS 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

BIRMINGHAM, AL – January 28, 2025 - BTS, 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, BTS is revolutionizing how businesses align technology with their goals.

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

Through BTS’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—BTS 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.

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

ABOUT BTS TECHNOLOGIES, INC.

Founded in 1976, BTS Technologies is Alabama's leading managed technology services provider. The company's mission is to increase its customers' profitability, improve their productivity and give them a competitive advantage by implementing the right technology. BTS Technologies is the only provider that protects its customers from the two risks of technology - obsolescence

and cost. As its customers' trusted technology advisor, BTS Technologies has earned the position as the market leader and its customers' business through quality products and services.

BTS Technologies is a premier Member of Technology Assurance Group, an organization of leading managed technology services providers (MTSPs) in the United States and Canada representing \$800 million in products and services. This means that the organization is the ultimate resource for Managed IT Services, Cybersecurity, Cloud Solutions, Business Phone Systems (VoIP), and Video Surveillance. BTS Technologies delivers future technology today! For more information, please visit please call 205.290.8400 or visit us at www.askbts.com.