



Gary Gonzalez
President

TouchPoint Networks 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

PORTLAND, OR – January 28, 2025 - TouchPoint Networks, 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, TouchPoint Networks is revolutionizing how businesses align technology with their goals.

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

Through TouchPoint Networks’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—TouchPoint Networks 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.

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

ABOUT TouchPoint Networks

TouchPoint Networks is a leading technology solutions provider that partners with businesses to implement cutting-edge networking and IT infrastructure, unified communications, VoIP, cybersecurity, business continuity, video surveillance, and cloud solutions. We deliver these services through a proactive managed service model, ensuring that all critical business systems

maintain high availability, security, and optimization. With over 20 years of experience, TouchPoint has built a strong reputation for designing, implementing, and supporting solutions that help our business partners achieve their goals. We have been recognized for outstanding performance by several top manufacturers and industry associations. Our credentials, combined with our membership in the Technology Assurance Group, have enabled TouchPoint Networks to grow and establish partnerships with businesses throughout Oregon, across the United States, and globally. We operate three offices along the I-5 corridor in Portland, Eugene, and Medford.