

MIDWEST PROTECH Cloud Communications

Next-Gen Voice, Video, Messaging & Collaboration



Midwest PROTECH 7.0 Solution Overview

**Midwest
PROTECH 7.0
is uniquely
designed for
modern
business and
remote work**

Midwest PROTECH 7.0 is our next-gen voice, video, messaging and collaboration solution, and the evolution of our proven and industry-leading cloud communications platform. It's an all-in-one solution combining high-quality voice & video with critical collaboration capabilities modern workforces & employees need to be productive & stay engaged, whether working remotely or in the office.

Midwest PROTECH has a built-in softphone for making and taking calls, robust call features such as 3-way calling, call transfer and visual voicemail, plus HD video meetings, Chat & SMS messaging, virtual rooms, contacts w/ presence as well as an extensive list of advanced and innovative features you can't find in any other solution. Accessible through a downloadable desktop app, as well as browser and mobile clients (all with equally delightful user experiences), Midwest PROTECH 7.0 is uniquely designed for modern businesses and remote workers who need easy-to-learn, easy-to-use, all-in-one communication and collaboration tools.

Unleash the power of the modern workforce...

Midwest PROTECH Outshines & Outperforms the Alternatives

Midwest PROTECH brings way more to the table than even the most well known video solutions, seamlessly integrating high quality voice, HD video, Chat & SMS, meetings, Rooms, and advanced collaboration features. All of this is combined in one easy-to-learn, easy-to-use tool conveniently enabled for Single-Sign On and calendar integration with Microsoft 365 and Google Workspace.

Midwest PROTECH delivers delightful, high value differentiators that far surpass alternative video offerings; here are a few examples to provide a glimpse into why you're going to love Midwest PROTECH 7.0—

- **It's designed as a collaboration-first solution, not a meeting-first product.** Midwest PROTECH is a true collaboration space offering far superior collaboration capabilities when compared to point-solution apps that only provide a place to conduct meetings.
- **Midwest PROTECH revolutionizes the entire video & meeting experience.** Innovative development and high-value built-in features eliminate widely tolerated flaws and glaring capability gaps associated with the alternatives.

**Midwest PROTECH
7.0 instantly trans-
forms employee
engagement, customer
experiences, &
productivity across the
entire company.**

- **Virtual video rooms, just like your office, are always “on” and always available.**

Midwest PROTECH Rooms create highly personal, face-to-face interactions and nurture camaraderie whether working in the office or remotely. With features such as Lock & Knock and advanced admin/moderator controls, the entire Rooms experience can be controlled and enhanced with a simple click.

- **Private Sidebar Conversations w/ Audio & Video (in Meetings & Rooms)**— An absolutely AWESOME way to maximize productivity and confidentiality during meetings and working sessions.
- **Bookmarks**— A true game-changer for meetings and Rooms collaboration, especially for single-screen users. Once you experience Bookmarks you won't be able to live without it.
- **Lightboard aka “The Weatherperson Feature”** — This is one of those cherry-on-top features customers will adore using. Using our advanced yet easy-to-learn Lightboard tool, meetings and presentations come to life. Lightboard instantly elevates participant engagement and adds the kind of “wow” factor many organizations pay tens of thousands of dollars to obtain from complicated, hard-to-learn third party tools.
- **Flexible Video Tiles & Layouts**— Every user gets “the best seat in the house” with customizable layout preferences. Get enterprise-level “telepresence” but without the price tag (it's included for free in every seat!)

