



Jay Brown
President

TriTel Networks Shares How Artificial Intelligence (AI) Will Impact Small to Mid-Sized Businesses

*Leading Managed Technology Services
Provider Reports on
Increases in AI Prevalence*

SALT LAKE CITY, UT – March 30, 2021 - TriTel Networks a leading managed technology services provider (MTSP), reported today on the state of artificial intelligence (AI) and how current applications are impacting businesses and the technology that powers those businesses. While AI is still in its early stages, global demand has increased drastically. In fact, Statista projects that there will be “8 billion voice assistants by 2023” and according to the IDC, “75% of commercial enterprise apps will use AI by 2021.” As AI continues to expand into ubiquity, small to mid-sized businesses will need to adjust how they operate to take advantage of AI ahead of their competition.

While most businesses are primarily attracted to AI and machine learning in order to improve operational efficiencies, expand research and development capabilities and to streamline customer experience, this is only the tip of the iceberg. “AI is reaching an inflection point and we’ve been paying close attention,” stated Jay Brown, President of TriTel Networks. “AI and machine learning are revolutionizing how we interact with technology and as a society, we’re just beginning to understand its potential on an SMB’s profitability.”

A great example of AI is in the area of cybersecurity, which is designed to protect an SMB’s computer network. AI is being applied to strengthen data safeguards and prevent identity theft. One such application of AI, is to not only verify a password, but to monitor the keystroke rhythm with which the user types in the password. As a result, AI applications will be able to recognize whether the user logging-in is typing the password in the same way they normally do it. AI will determine if it’s an identified user or a potential hacker. Cybersecurity AI-based applications will further help fortify SMBs facing an attempted infiltration.

Furthermore, AI has also become more sophisticated in its ability to read, track, utilize and even redact data in surveillance technology. AI apps provide authorities with instantaneous intelligent access to audio, image and video content. Surveillance cameras can now perform instantaneous facial recognition, at scale. This puts an extreme level of power into the hands of SMBs to protect customers and employees as well as educational institutions and their students.

Another context is how AI is revolutionizing customer service and support. For example, what if an inbound customer support message could trigger an

instantaneous data grab from each customer’s social media profiles, read their recent posts and summarize those insights into relevant suggestions? These types of applications are emerging and will inevitably lead to more effective interactions, which will replace customer associations of unhelpful robochat solutions.

“TriTel Networks is staying at the forefront of AI in order to help our customers evolve their businesses, increase their profitability and enhance productivity,” added Brown.

ABOUT TRITEL NETWORKS, INC.

TriTel Networks, Inc. is Utah’s most trusted and enduring local business telephone and data Communications Company. The company was established in 1984 and continues to pursue its #1 goal, which is maximum customer satisfaction through total customer service. TriTel offers its customers multiple lines of industry leading products, which are serviced by Factory Certified technicians. Customers are thoroughly trained in every component of their system by TriTel’s highly experienced customer service team. The company’s local dispatch center delivers round-the-clock service to ensure system reliability.

For more information on TriTel Networks, Inc., call (801) 265-9292 or visit www.tritel.com.