Jay Brown
President

TriTel Networks, Inc. Reveals Future of AI Integrated Cybersecurity Defense Strategies for Small to Mid-Sized Businesses (SMB)

Leading Managed Technology Services Provider Shares How AI is Evolving SMB Defenses

SALT LAKE CITY, UT – April 26, 2024 - TriTel Networks a leading managed technology services provider (MTSP), announced today that AI (artificial intelligence) is starting to play a key role in cybersecurity defense systems for small to mid-sized businesses (SMBs). TriTel Networks protects the interests of its clients by remaining on the forefront of technology's latest advancements and it is actively advising SMBs on the potentials that AI-integration promises for cybersecurity in the very near future. Most businesses are becoming aware of how prevalent phishing attempts, identity theft and ransomware attacks have become in recent years and TriTel Networks is doing its part to help businesses put a stop to it, by sharing the technology industry's response to more sophisticated attacks.

"Whenever we talk about AI integrated into technology, the most common application that our clients are aware of is how facial recognition cameras can integrate with AI. With an appropriate data set, AI can proactively suggest a course of action based on a target's background, prior behaviors, and other factors. This has obvious benefits for enhancing the security of any physical location," stated Brown, President of TriTel Networks. "However, AI is becoming more central to every facet of cybersecurity, as well. While the applications are still growing in widespread popularity,

many business owners will soon be faced with this question: should I put my business on a 'Smart Network' or just on 'a network?'"
As more businesses utilize key SaaS (software-as-a-service) apps like Slack, Office 365, GSuite and Salesforce to power their operations, the more attractive those services have become to cybercriminals. TriTel Networks is now leveraging AI to heighten defenses so that businesses can continue to work with their favorite SaaS applications, but can also rest assured that their access to those mission-critical programs remains 100% secure. AI is like adding another layer to an organization's security stack that constantly evolves into a better version of itself.

AI is also entering the cybersecurity space as a tool for research and marketing purposes. Some AI-enabled applications can cross-analyze multiple publicly available databases to help businesses find their ideal clients' names, email addresses, phone numbers and other relevant information in real-time. "AI is absolutely exploding, right now," added Brown. "The fact that technology can learn, become smarter and more efficient, means ultimately that the businesses who harness AI now, are poised to gain significant competitive advantages in their industry. In other words, the gap between early adopters and laggards is widening."

The main driver for AI-based technology is simple: since cybercriminals have access to more advanced technologies, they have

continued to devise new methods of infiltrating networks. Since those are built on the back of AI, the solution for SMBs who want to operate securely, must meet those strategies with equally sophisticated cyber defense tools. With the proper AI infrastructure, SMBs can not only outpace the innovation curve of cybercriminals, but they can also enhance their security across every area of the organization.

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.