

ABADATA

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“Making Computerization Magically Easy”



Dave Wineman
President

Abadata Announces Substantial Increase in IT Spending to Come in 2022

*Leading Managed Technology Services
Provider Shares Significant Findings
About IT Growth*

MICHIGAN – January 25, 2022 - Abadata, a leading managed technology services provider (MTSP), recently shared that IT research and consulting firm, Gartner, states that “Worldwide IT spending is projected to total \$4.5 trillion in 2022, an increase of 5.5% from 2021. The three largest subcategories of that \$4.5 trillion forecast are enterprise software, IT devices and IT services, which will increase 13%, 15% and 11%, respectively. To put these numbers into perspective, total IT spending will increase by approximately \$230 billion, which an amount equal to 100% of the federal corporate income taxes collected by the US government in 2019. This is a monumental amount of growth which can likely be attributed to employers embracing work-from-home (WFH) or hybrid-work environments, security concerns over cybersecurity breaches and the world’s desire to utilize cloud technology. For small to mid-sized businesses (SMBs) this means that they will have more access to enterprise-level technology solutions, which will empower them to drive productivity and increase their bottom-line, if they position themselves properly.

Dave Wineman, President of Abadata stated, “IT spending has increased so dramatically because the pandemic forced decision makers to make their organizations more flexible. They’re starting to understand the increased potential that they have to become more efficient with the latest in technology. Small to mid-sized businesses are following suit with larger companies in IT spend because they realize that the hybrid/remote workforce is here to stay and that it will need to be supported with cybersecurity solutions and cloud computing services. The remote workforce, cybersecurity concerns and the whole world’s migration to cloud computing are all driving IT spend to unprecedented levels. The opportunity that SMBs need to take advantage of now is to become an early adopter, so that they can wedge technological advantages in between themselves and their competitors. Those who work with these trends are likely to amplify their successes, whereas those who ignore the future of work are likely to become irrelevant.”

With an increasing number of ransomware attacks in the mainstream media, cybersecurity vulnerabilities have become glaringly apparent in major corporations. However, this spending increase suggests that the major organizations will be

investing at even higher levels to fortify their defenses from hackers, which will ultimately give hackers only one place to turn; small to mid-sized businesses. For most small businesses their IT defense strategy is to simply hope they aren’t a target; however, as larger enterprises increase their spending and become tougher to break into, unprepared SMBs will unfortunately become an ideal target. The growth in spending has also spurred innovation in the cybersecurity industry, which means that there are plenty of IT solutions available which can mitigate or even eliminate these threats at cost-effective rates, so that business owners can rest assured that their organization is insulated from cybersecurity concerns.

SMBs will also have a huge demand for cloud computing because of its inherent scalability, flexibility and superior capacity to reallocate resources based on short-term demands. Cloud computing is enabling small businesses “temporarily copy” the infrastructure of S&P 500 companies when they need it and then they can reduce their usage and expenses when they don’t need it. This is having huge implications insofar as leveling the playing field so that SMBs can now compete with larger companies that used to be impossible for them to contend

with, as long as they have the right technology at their disposal. Cloud computing has become the building blocks for the future of all organizations, which is why Microsoft Azure is becoming one of the industry standards for cloud computing, especially amongst SMBs.

“All of this increased IT spending is reflective of a world that is accelerating its migration into a fully digital world, when we thought things were already moving in that direction as fast as they could,” added Mr. Wineman. For SMBs, they ought to participate in this transition so they can uncover opportunities to strengthen their offerings, increase their market share and enjoy higher profits, before they are left behind.”

ABOUT ABADATA COMPUTER CORP.

Abadata Computer Corporation was started in 1981 by David W. Wineman as the Michigan Distributor of US Robotics modems and equipment. Shortly thereafter, ABADATA started the network integration segment of the business by selling, servicing and installing network equipment. Abadata has placed the utmost importance on the technical expertise of its staff, and each employee possesses multiple

certifications in various network and telephony-based systems. Abadata has been serving the needs of nearly every industry for over 35 years and has deployed technology solutions in industries ranging from education to medical to government to much more.

Abadata’s mission is to make computerization magically easy. This idea is best personified by the “Magic the Bunny” who can be found on the company logo. Whether Abadata is serving its customers with antivirus, education, web, customer service or telephony needs, and customers can rest assured that Magic will be present. Abadata is committed to providing these kinds of experiences for their customers. In addition to ease of use, Abadata has also been committed to utilizing technology to increase their customers’ profitability and provide them with a competitive advantage. By concerning themselves with their customers’ bottom line, they’ve aligned themselves with their customers’ goals and as a result they’ve established strong relationships across the board.

The company philosophy is to continually be on the leading edge of technology. David Wineman, CEO, states, “forward-thinking companies take on significantly more risk for the benefit of their

customers. Throughout the years, we’ve learned that our customers appreciate our proactive approach to solving problems.

Abadata has consistently been at the forefront of advancing technology for Communication Systems, cloud and online storage, back up services and Computer Technology. In Abadata 2012 successfully purchased another Michigan company, Chris Consulting. Today Abadata has 12 professional employees and continues to uphold the same values that they started with in 1981. They understand that education and integrity are vital to creating lasting customer relationships, and the company consistently works at making sure these characteristics are at the very core of Abadata.

In 2011, in the pursuit of knowledge and better resources, the company became a member of Technology Assurance Group (TAG), an international organization representing nearly \$350 million in products and services that provides the competitive advantages necessary to propel unified communications companies to regional dominance. For more on Abadata please visit www.abadata.com or call us at 989 883 3411.