Rocky Dunkman
Owner/CEO

CC&M Leverages Microsoft Azure to Take Customers Into the Cloud Cost Effectively

Leading Managed Technology Services Provider Helps Local Companies Move From Outdated Servers With a Seamless Transition to the Cloud

GREENWOOD & GREENVILLE SOUTH CAROLINA – February 25, 2025 - CC&M a leading managed technology services provider (MTSP) is leveraging Microsoft Azure to help eliminate outdated IT hardware in small to mid-sized businesses (SMBs) and make a seamless transition to the cloud. Microsoft's most common suite of products has reached expiration such as Windows 7 and as those products and services have matured into obsolescence along with server they ride on. CC&M has been proactively transitioning companies with end-of-life Microsoft products into Microsoft Azure in order to keep them up-to-date with the contemporary business world.

While many business owners are accustomed to purchasing on-premise servers, this way of storing data has become obsolete with the proliferation of the cloud. Aside from the fact that the tech world has embraced the cloud and that virtually all innovation from this point forward will incorporate the cloud in some way, on-premise servers have matured beyond their useful life into obsolescence. On-premise servers are vulnerable to becoming outdated, which lead to major security concerns for business owners. On top of that, without regular updates and software upgrades they are susceptible to slower speeds while the rest of the world is speeding up. In sum, it makes no sense for business owners to outlay large

capital expenditures on deteriorating technology.

"Unfortunately, on-premise just doesn't make fiscal sense, anymore," stated Rocky Dunkman, Owner/CEO of CC&M. "While most businesses are expanding and need to have hardware that scales, cloud servers that cater to a mobile workforce and data that can be confidently secured, on-premise has fallen behind the curve. Since, our customers' businesses can't afford that level of inefficiency within their organizations, we've been very proactive in ushering in this transition. We've been transitioning our customers into Azure and will continue to do so, to keep them ahead of the curve and more importantly, profitable."

Utilizing cloud servers through Microsoft Azure enables businesses to benefit from regularly updated and upgraded hardware to keep data integrity strong. Additionally, Microsoft Azure is a direct response to the growing demand for secure access to data from a mobile workforce that span across multiple locations. With Millennials and now Gen Z entering the workforce, these trends show no signs of slowing down.

Dunkman later continued, "At some point in the near future, owning on-site servers will be like having a coin-operated telephone in the lobby for your employees to use. How are your top employees supposed to perform at peak levels with obsolete technology like that?"

On-premise servers have gone the way of the fax machine and in the same manner that utilizing older

hardware increases cost through lack of efficiency, on-premise servers must be updated, immediately. CC&M has positioned themselves and their customers ahead of the curve to make sure their customers remain productive, efficient and profitable with technology like Microsoft Azure.

ABOUT Computer Consultants & Merchants Inc (CC&M)

In 1992, Computer Consultants & Merchants was founded to bring technology services and equipment to businesses in the Orlando, Florida area. In 2001 they expanded their footprint by adding offices in Greenwood and later Greenville covering the Upstate of South Carolina. CC&M streamlined the way companies do business, and the Company became successful for its expertise and service. Providing consulting, business acumen, and of course maintenance services that have always included parts and labor for clients.

Computer Consultants has evolved to meet the changing needs of businesses, providing clients with exemplary technology consultation, Business phone Systems, Access Control with Video surveillance, Cyber Security, Managed Print, integration and Managed services are still the core of everything we provide.

Thirty years later CC&M is still doing what it does best, providing its clients with advanced technology solutions and stellar service!