



Rocky Dunkman
Owner/CEO

CC&M Accelerates the Adoption of Microsoft Azure Among Local Businesses

Leading MTSP Helps Organizations Benefit by Moving Their Network Into the Cloud

GREENWOOD & GREENVILLE SOUTH CAROLINA – September 24, 2026 - CC&M, a leading managed technology services provider (MTSP), announced today that the company has accelerated the adoption of Microsoft Azure cloud services among local small and medium-sized businesses (SMBs). There are numerous reasons CC&M has been leading charge, which includes transitioning technology from a capital expense to an operational expense, convenience of flexible workforce being driven by remote/hybrid work environments, multi-location operations, constant access to the latest applications, and greater cybersecurity. CC&M is helping businesses benefit from Azure's capability to enhance organizational utility, flexibility, and scalability to an almost unprecedented level. First and foremost, Microsoft Azure eliminates outdated IT hardware in SMBs. Most companies are accustomed to purchasing on-premise servers and this manner of running a network and storing data has become obsolete with the proliferation of the cloud. On-premise servers quickly become outdated, which

lead to major security concerns as well. 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. As a result, technology becomes an operating expense versus a capital expense and companies benefit from a utilization model.

"For many smaller companies, the notion of moving operations into the cloud seems daunting due to perceived complexity," stated Rocky Dunkman, Owner/CEO at CC&M. "When you're making this move, you position your company for a bright future; however, you do need to simplify as much as possible. This is another reason we're such big advocates of Azure, because it actually simplifies cloud computing and helps businesses achieve new levels of efficiency. Our role is to educate companies on how Azure can drastically improve their performance and then conduct a seamless transition for them."

CC&M also encourages businesses to move to Microsoft Azure for cloud services because of workforce convenience especially in a multi-location and a remote work environment. While remote teams can be more productive and efficient, it requires a cloud-based platform for maximum results. As

remote work is likely to keep growing in popularity, especially with younger generations encompassing a larger percentage of the workforce, it's essential that cloud infrastructure equips organizations to thrive.

Another huge advantage of cloud computing with Azure is how it assists organizations with unified business intelligence, operations infrastructure, enterprise resource planning (ERP), and data management into one flexible and scalable platform. For example, an ERP integrated with Azure helps businesses adapt quickly and empowers them to make data-driven decisions.

Azure is also dominating the marketplace because it offers a cloud infrastructure that increases cybersecurity. A big differentiator is how it not only delivers frequent, comprehensive security updates, but that users also receive updates to the architecture of the software. This makes it much more difficult to breach since the fundamental architecture adapts to emerging threats.

"With Azure, businesses gain the agility and tools needed to enter new markets, enable growth through acquisitions, and launch new products quickly," Dunkman continued. "After working closely with organizations to build, manage and deploy applications on a local, national or even global scale, we've

found that Azure is paving the way for the future and CC&M is at the forefront of guiding our customers to take advantage of it.”

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!