



Brian Willcox
Vice President

Seminole Office Solutions Enhances Customer Experience by Investing in AI Automation

Leading MTSP Pioneers New Technology to Advance Customers' Organizations

LONGWOOD, FL – October 21, 2025 – Seminole Office Solutions, a leading Managed Technology Services Provider (MTSP), announced today that it has invested in artificial intelligence (AI) automation to significantly enhance the quality and speed of support delivered to clients. As a technology leader, Seminole Office Solutions is committed to discovering innovative ways to elevate its service capabilities. AI automation is a powerful tool to achieve that goal.

While many business owners are familiar with large language models (LLMs) like ChatGPT, most still underestimate the technology's potential to improve efficiency and employee performance. Today's AI tools go far beyond chatbot scripts or reactive alerts. Seminole Office Solutions has integrated agentic solutions into the backend of service delivery across multiple industries. These AI automations offer immense value to organizations. They can preemptively flag issues before they escalate, streamline ticket workflows for faster resolutions, auto-resolve common problems to free up technicians, and generate smarter data insights that improve future support. Regardless of the application, the ultimate goal of AI automation is to deliver a superior user experience. This is something Seminole Office Solutions is deeply committed to.

By implementing AI automation internally, existing clients will benefit from faster, more effective support

than ever before. After harnessing this powerful technology, Seminole Office Solutions immediately began collaborating with clients to share insights and best practices. This knowledge exchange helps customers adopt AI automations that scale their businesses more efficiently and profitably.

"This is exactly what AI should be doing: eliminating repetitive work and giving humans back the time to focus on high-value tasks," said Brian Willcox, Vice President of Seminole Office Solutions. "AI multiplies our capacity to serve. That's our mission with our customers. How do we leverage our technological expertise to give them a competitive advantage so they outperform their competition?"

As a result of this implementation, Seminole Office Solutions' technicians can now dedicate more time to solving complex problems, building relationships, and consulting on broader technology strategies. "We consider it our duty to serve as a CTO for the organizations we support," Willcox added. "It's not just about offering single-point solutions. It's about delivering dozens of technological advantages so their competitors simply can't keep up. We want our clients to win. Period."

On an internal level, Willcox emphasized, "Clients might not see the AI tools at work, but they'll feel the difference. We're proud to continually reinvent ourselves so our clients work with a managed technology services provider that's more agile, proactive, and reliable than anyone else in the business."

He concluded, "If your provider isn't exploring ways to use AI to support your organization more effectively, you're probably paying the same and getting less. We view AI-driven productivity gains as the new standard for world-class service."

ABOUT SEMINOLE OFFICE SOLUTIONS

Celebrating 40 years of innovation and service, Seminole Office Solutions stands as a leading Managed Technology Services Provider (MTSP) dedicated to enhancing efficiency, productivity, and security for local businesses across various industries since its establishment in 1984. Committed to proactive adaptation to emerging client needs, Seminole offers a diverse range of solutions, from managed IT services, cloud, security and VoIP phone solutions via their MSP division, dba SemTech IT Solutions, to business process automation solutions and imaging and print hardware. With a focus on helping clients succeed, Seminole remains an independent, forward-thinking provider poised to meet the evolving technological demands of Central Florida's businesses for years to come. To learn more about our products, solutions, and support please contact Seminole Office Solutions at 407-830-7950 or visit www.sosfla.com, SemTech IT Solutions at 407-830-1434 or visit www.semtechit.com.