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President

TouchPoint Networks Launches AI Automation Tool to Help Businesses Easily Design Workflows to Increase Productivity

Leading Managed Technology Services Provider (MTSP) Provides Innovative Technology to Transform and Enhance Processes

PORTLAND, OR— July 28, 2026 - TouchPoint Networks a leading managed technology services provider (MTSP), announced the launch of a new AI-powered automation solution designed to help small and mid-sized businesses complete repetitive back-office work faster, improve accuracy, and create more efficient workflows without requiring employees to become software developers.

Most businesses have routine processes that consume far more time than owners realize. For example, accounting teams compare invoices with billing records. Managers assemble information from several data systems to create reports. Employees copy data between spreadsheets, prepare recurring documents, follow up on incomplete forms, and manually check whether information matches. Individually, these assignments may appear minor. However, across an entire organization,

these innocent tasks, can absorb hundreds of employee hours while creating opportunities for mistakes, delays, and inconsistent results. TouchPoint Networks is using AI workflow automation to help businesses recapture lost hours, increase accuracy and free up employees to work on higher-level, creative work.

“Most businesses do not need another piece of software that gives their employees more work,” said Gary Gonzalez, President at TouchPoint Networks. “They need technology that can take a repetitive process off someone’s desk and complete it accurately. The purpose of this solution is essentially to give everyone on a team a software developer and AI automation expert, so they have even more resources to perform. Once they’re not mired in the mundane, they can be strategic and help propel your organization to new heights. While many AI tools are incredibly complex, we’ve put together a simple solution.”

Unlike traditional chatbots that explain how to perform a

task, TouchPoint Networks’s new AI Workflow Automation technology can carry out a series of approved steps and deliver a finished result. For example, imagine a company that spends several hours every month comparing service records, customer invoices, and accounting data. An employee may need to export information from several platforms, review rows individually, identify discrepancies, and prepare a summary for management. But with AI automation, the employee can design a repeatable process that collects the approved information, checks for inconsistencies, organizes the results, and produces a report for review on a recurring basis.

“Your team should be designing processes and delegating repetitive execution to AI,” added Gonzalez. “The goal is not to automate everything simply because we can. The goal is to identify work that repeatedly consumes valuable employee time and ask whether technology can handle the routine portion more

efficiently. That gives people more time to solve problems, serve customers, and perform the work that requires their judgment or is more personally fulfilling.”

Rather than asking owners to select tools, build complicated integrations, or learn technical systems, TouchPoint Networks can help identify a useful process, define the desired outcome, and design an automation around the way the company already operates. This allows businesses to begin with a specific problem instead of purchasing random AI technology without a clear, practical use for it.

Human oversight remains an important part of the process. Employees and managers can review completed work, confirm accuracy, and maintain control over decisions that affect customers, finances, employees, or business operations. This combination of automation and

human judgment enables businesses to increase speed without blindly handing important responsibilities to a machine. Effectively, everyone on a team is now in leadership and has their own direct AI reports to manage.

“AI should not be a science project,” Gonzalez concluded. “It should solve a real business problem. When we meet with you and can help you turn hours of repetitive work into a process that is completed quickly and consistently, it gives the organization additional capacity without simply asking employees to work harder.”

ABOUT TouchPoint Networks

Gary Gonzalez and Tamara Gonzalez are the owners of TouchPoint Networks, a member of the Technology Assurance Group (TAG). TouchPoint is a managed IT services provider focused on

helping businesses become more profitable, secure, and efficient through the strategic use of technology.

For over 25 years, TouchPoint has partnered with clients to understand their unique goals and deliver solutions that provide a competitive advantage while reducing the risks of cost and obsolescence. The company’s success is built on strong relationships, deep industry expertise, and a commitment to doing what’s best for each client.

TouchPoint supports clients throughout the Pacific Northwest with a highly responsive team, backed by office locations in Portland, Eugene, and Medford.

For more information, please visit www.asktouchpoint.com.