

Zenith Infotech Takes Business Continuity to the Cloud

Expert Data Labs Sees Bright Future in the Cloud with SmartStyle Computing

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– Joe Nardone, Founder and President, Expert Data Labs

After about 25 years in the IT business, Joe Nardone realized that the traditional model for IT infrastructure (onsite servers, desktops and in-house technical support staff) had to give way to something better. So in 2007, he founded Expert Data Labs (EDL) as a managed services provider offering IT solutions and support to companies as they began taking advantage of the latest developments in computer network services and technology.

Today, Joe says his business ventures have never experienced the “opportunity to grow as rapidly as they have during the past two years.” A big contributor to that success has been partnership with Zenith Infotech, which includes offering Zenith’s SmartStyle Computing private-cloud solution.

Based in Beaver Falls, PA, just north of Pittsburgh, EDL specializes in providing managed services, business continuity and hosted infrastructure solutions to a broad customer base. Joe sees clients coming from manufacturing, healthcare, financial services and education. Those organizations may have anywhere from two to 400 IT users, though Joe says most have about 25 – 30 employees. To meet the needs of such a diverse lot, Joe says, “We don’t build solutions first and try to sell them. We package the different tools together for our customers based on their specific needs.”

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Expert Data Labs, LLC

*Joe Nardone
Founder & President*

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Business Challenge: Lead small to midsize businesses to transition from traditional IT infrastructure and in doing so, realize the benefits of hosted infrastructure and cloud-based solutions.

Solution: The business continuity features inherent in Zenith Infotech’s SmartStyle MirrorCloud provide an excellent incentive for organizations to embrace hosted infrastructure while also increasing their reliance on managed service providers.

Results: In partnership with Zenith Infotech, Expert Data Labs has enjoyed remarkable business growth over the past two years, while enabling their customers to experience IT savings on the order of 30 – 50% of what they may have spent on traditional infrastructure models.

Maintenance for Windows Servers

and Desktops: A revolutionary business continuity application, SmartStyle MirrorCloud brings affordable protection from data loss and system failure to a private cloud solution with:

- Continuous data mirroring
- Failover virtualization
- Live bare metal restore
- Granular exchange recovery
- Off-site transfer
- Expandable storage



Infotech Ltd

Joe recognized SmartStyle Computing as the ideal solution for his clients on a number of levels, starting with Zenith Infotech's outlook. "Zenith Infotech is a 21st Century company," he says. "Many companies operate out of a 1950s model and try to shoehorn new technology into that old model. Zenith looks at things as a blank sheet of paper and leverages all the flexibility that's now available in technology to produce solutions that are powerful, inexpensive and unique in the marketplace."

Joe saw SmartStyle fitting perfectly with EDL's infrastructure hosting service. With such features as continuous data mirroring, failover virtualization, live bare-metal restore and expandable storage, Zenith's private-cloud solution would provide Joe's customers with a way to cut significant costs from their IT expenditures. "With hosted solutions, our customers are seeing savings of 30 – 50% over what people were doing with the traditional IT models," Joe says. Furthermore, he expects those numbers to only improve as organizations realize additional benefits of virtualization and as greater economies of scale come into play.

Of course, breaking with tradition isn't easy for many organizations, despite the promise of budgetary rewards. However, the business continuity protection provided by SmartStyle MirrorCloud has proven to be an

excellent ice-breaker. "Everybody needs business continuity to some degree," Joe explains. "MirrorCloud is a wonderful entre — the first step to a robust cloud solution."

MirrorCloud is an add-on software agent to the SmartStyle Computing Platform. "MirrorCloud continuously duplicates content of Windows-based systems to the SmartStyle environment in near real-time," Joe explains, "If there's a server failure, we can achieve virtualization in just a few minutes."

Additionally, Joe notes that scalability makes SmartStyle Computing a "very flexible and dynamic offering" for customers large or small, no matter how quickly they grow.

"With Zenith, you have one vendor who gives you a turnkey solution. They take responsibility for it and manage it," Joe observes. "You have a company that's focused on making that solution function as intended. That really takes 90% of the weight off us." As a result of "focused energy" from Zenith Infotech, Joe estimates, "Our return on investment is probably 10 times what it would be with other vendors."

Joe also greatly appreciates the care Zenith Infotech takes in cultivating the relationship the company has with its partners. "Zenith has a vested interest in my success and is consistently

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Expert Data Labs*

looking for ways to expand what we do for our customers," he says. As examples, Joe points to the development of best practices through seminars and training, and Zenith encouraging active dialogues within its partner community which uncover new opportunities for all.

Joe wants to see Zenith Infotech grow stronger and more successful as well. "One of the reasons we've had success is that we've embraced the relationship with a win-win attitude. We come to them and say, 'How can we help you?' In the process Zenith is very gracious in everything they do. It's a friendship."

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