

SmartStyle MirrorCloud Delivers Next-Generation Business Continuity

Financial Computer Services Finds a More Profitable Business Model in SmartStyle Computing

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– Brian Edelman, CEO, Financial Computer Services

Brian Edelman is someone who believes in finding a better way. And once he discovers it, he likes to capitalize on what he learned.

Back in the late 1980s when Brian was working in the financial services industry, information technology was already becoming critical to conducting business. Unfortunately, when faced with a technology-related question or problem, Brian was discovering that the advice he got from the IT "experts" frequently turned out to be wrong — or at least not applicable or appropriate to his industry.

Recognizing an unmet need and armed with in-depth knowledge of the financial services industry, Brian founded Financial Computer Services. The Fairfield, NJ-based IT company, now offers this targeted market a full range of IT services and solutions, including purchasing, installations, troubleshooting, monitoring and consultation.

For financial services providers, data protection, security and privacy are top priorities, so along with the ongoing monitoring and maintenance of client networks, Brian also offers his clients state-of-the-art business continuity through Zenith Infotech solutions, rebranded as ProtectIT and BackITup.

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*Brian Edelman
CEO*

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Fairfield, NJ

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Business Challenge: Replace managed networks of disparate components and applications with a more efficient, fully integrated system that is also affordable for small businesses.

Solution: Zenith Infotech's SmartStyle Computing, combined with the SmartStyle Office software, is a turnkey, out-of-the-box solution that delivers the power of virtualization for servers and desktops with cloud-based storage and business continuity.

Results: SmartStyle Computing allows Financial Computer Services to take an "enterprise-level, integrated approach" to serving the needs of small and midsize businesses, yet at a price point that is both attractive to customers and very profitable for solution providers.

SmartStyle MirrorCloud:

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

Features include:

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



Infotech Ltd

Zenith Infotech Provides a Private Cloud Business Makeover

Zenith's original business continuity device provides excellent protection of data and the ability to get systems operation quickly through virtualization, but it was still just one among many divergent components that comprised any client's network. Brian wanted something better ... and he found it in SmartStyle Computing with MirrorCloud.

"We'd been using a very disconnected system," Brian explains. "The old strategy was to buy a software application and send to a NAS but it wasn't very efficient. With SmartStyle, we have a system designed to work as a single solution — fully integrated. That's a level of efficiency that we didn't have before. SmartStyle is helping us transform our business and giving us a competitive advantage, without which I felt we were sitting ducks. Now we no longer feel like ducks — we feel like the hunters."

Not only does Brian appreciate the comprehensiveness of the SmartStyle private-cloud solution, but also notes SmartStyle's affordability, enabling Financial Computer Services to enjoy higher margins but still offer an attractive price to customers.

In fact, it was SmartStyle's cost that first got Brian's attention. "But," he says, "the more we became familiar with the system, the more we were amazed at what it can do." Beside its business continuity features, SmartStyle Computing can easily replace a client's entire IT infrastructure. "Basically, it's the next-generation solution at the old generation price," Brian says.

That value hasn't been lost on Brian's customers either. He points to one client who was initially thinking only about business continuity, but when the customer considered the capacity of SmartStyle in terms of storage, computer processing power, and ability to permanently replace the company's server with a single solution — all at about the same price — the upgrade to SmartStyle was a no-brainer.

Additionally, Brian sees the value of SmartStyle in helping make possible "an enterprise-level, integrated approach" to meeting the needs of customers. "It allows us to be proactive with our clients," he says. "And it allows us to do more in the way of planning our business ... expanding exponentially without the addition of equivalent resources."

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*— Brian Edelman, CEO
Financial Computer Services*

Meanwhile, Financial Computer Services gets to move forward with a business model for managed services and monitoring that delivers steady, recurring revenue. Brian says, "We're looking forward to paying our employees the highest salaries in the business while maintaining a healthy profit margin."

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