



Press Release

BUSINESS CONTINUITY DEMANDS REMAIN HIGH

Gartner Group reports a mere six percent two-year "survival" rate for companies losing data

WARRENDALE, Penn. – Feb. 17, 2010 – In the lightning-fast world of technology, six months can mean the difference between state-of-the-art and behind the times. So when you consider just how many "tech trends" have surged over small-and-midsized businesses (SMBs) in the past 20 years, it could fry your brain. But while the offerings have changed frequently and often dramatically, the underlying issues that new technology addresses have been around since the advent of marketplaces.

Marnoble Computer, founded in 1990, is finding new sales opportunities by addressing another age old need — protection against mishaps and catastrophes. Providing comprehensive backup and disaster recovery (BDR) transcends all businesses, though companies in the healthcare, legal and manufacturing industries are well represented among the company's roster of clients.

With anywhere from five to 250 users, Marnoble's SMB clients realize the business continuity planning (BCP) is a necessity. According to a study by research firm The Gartner Group, 43 percent of companies were immediately put out of business by a "major loss" of computer records, and another 51 percent permanently closed their doors within two years — leaving a mere six percent "survival" rate.

Mike Martin, Marnoble vice president of operations explains, "Zenith's BDRs offer five things that most companies with networks need: frequent backups, offsite storage, server virtualization, bare metal restoration and 24/7/365 remote monitoring. In the past year, we have used all five of these things to prevent or overcome some type of failure that our clients have experienced."

Martin adds that his clients quickly see how the BDR, sold under Marnoble's brand, can ultimately save them a great deal of lost time and money in the case of a major disaster or a simple server failure. "Anytime you can offer a customer this type of BDR protection for as little as \$199 per month, it practically sells itself," he concludes.

"Many small business owners realize the importance of backing up their data, but they're often overwhelmed as to where or how to start a business continuity plan," said Maurice Saluan, vice president of channel management for Zenith Infotech, a leading provider of remote monitoring and management (RMM), backup and disaster recovery, and virtual help-desk solutions for managed services providers worldwide. "As a result, backups aren't performed or they're done so in a haphazard, inefficient fashion which can be like walking a tightrope – one misstep and you're toast."

Marnoble only discovered the Zenith Infotech BDR solution and began offering it to customers around the beginning of 2009. “It was too late to help one of my clients,” Martin reports, “but just in time to save several others during the past year.”

But saving clients through BDR isn't the only way that Marnoble leverages Zenith Infotech to take care of customers. There is also a more proactive approach available, and Mike relates his company's first experience with Zenith Infotech's managed services. “We got the first phone call from the network operation center (NOC) team telling us one of our client's servers was down, and we called the client. They didn't know they were down. They were impressed that we knew it before they did!”

Between Zenith Infotech's managed services, the BDR solution and Marnoble's commitment to responsive action, Martin is satisfied that clients are well served. “Some other solutions on the market are missing key components such as a true, 24/7/365 NOC team,” he says. “Zenith has quick access via Web interface, ticket approval process and submittal, the ability to “push” updates and patches to servers and desktops, and the ability to generate reports on the fly or to have the monthly reports by client.”

About Zenith Infotech

Zenith Infotech Ltd. is a leading provider of remote monitoring and management (RMM), backup and disaster recovery, and virtual help-desk solutions for managed services providers worldwide. The company's award-winning solutions enable its technology partners to scale their business without increasing their overhead.

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