



Press Release

FLAT-FEE MANAGED SERVICES DRIVES SUCCESSFUL BUSINESS MODEL FOR ICONIC CONSULTING

WARRENDALE, Penn. – March 3, 2010 – When Jeff Pagano, CEO and founder of Iconic Consulting in New York, looked across the NYC metro market at the small and midsize businesses that comprise his clientele, he saw what IT solution providers anywhere might see – owners and managers hungry for a new IT service model. As Pagano puts it, “With a C-level executive, it’s all about the big picture and bottom line.” Then he adds, “Our managed services solution, based on Zenith Infotech, speaks to those issues very effectively.”

Serving customers who typically have 10 – 75 employees per business, Iconic Consulting has had “nice success” growing business in the construction, financial and legal verticals, but it required a change in approach. With offerings of Zenith Infotech’s backup and disaster recovery solution and core managed services, Pagano says he immediately saw the potential in his market, but he also recognized an opportunity to change his business model to one that would resonate with his customers.

Pagano recalls, “When I founded Iconic in 2006, my perspective was almost entirely that of our target market. I said, ‘I wouldn’t want to pay for all these hours so how can I bill them?’ When Zenith Infotech and the flat-fee model came along, I realized this is the perfect value proposition for my clients.”

“I firmly believe that if you’re an expert at anything – you should be able to size up the job, deliver a quote and execute in a profitable fashion,” Pagano explains, and that is how Zenith Infotech enables Iconic Consulting to do business. “Zenith’s competitors have some nice technology,” Pagano says, “but you can’t launch a sales campaign on customized reporting or some other monitoring widget. You can, however, stand up and shout, ‘Unlimited IT, One Flat Fee!’ with Zenith — which is pretty much what I do daily in the streets of Manhattan.”

While Pagano appreciates the affordability of Zenith Infotech solutions, customers would hardly remain satisfied if those offerings didn’t meet expectations. Pagano recounts one incident in particular as a perfect example of the real-life value of Zenith Infotech managed services to his clients.

“It was Christmas Eve 2008 and an employee for one our clients pretty much trashed all the files on their network as he tendered his resignation. And naturally none of my people are working and my client is in a panic. But with the help of the Zenith Infotech network operations center (NOC), we were able to restore this guy’s entire network in a matter of an hour or so.”

In addition to saving customers from catastrophe, Zenith Infotech has also made a positive impact of how efficiently Iconic Consulting's four employees and contractors work as well. "We've certainly increased profitability," Pagano notes. "I had a one-year review with a client the other day. Viruses and spyware had plagued this client in the past. They lost days and days of productivity while we fixed viruses, rebuilt workstations ... etc. We looked at each other and said 'Wow remember those dark days?' Zenith Infotech's automation and centralized monitoring was key in making that happen."

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.

###

MEDIA CONTACT:

Lynette Bohanan, CommCentric Solutions
813-727-0196 / lbohanan@commcentricsolutions.com