

# *Press Release*

## **ZENITH PARTNERS IN PHILADELPHIA HELP SMALL BUSINESSES BETTER WEATHER CHANGING ECONOMIC CONDITIONS**

### **DOUBLE-DIP RECESSION OR GOOD TIMES AHEAD? SMALL BUSINESSES LEARN TO PREPARE FOR EITHER**

**Philadelphia, Penna. – August 17, 2010** – A recent [report from IDC](#) finds that IT markets showed better than expected growth during the first part of 2010. But now the threat of a double-dip recession is causing companies to be very hesitant about making business investments. A more prudent approach, however, generally requires not waiting to ensure that a company's mission-critical systems remain productive. Fortunately, such a proactive approach doesn't necessarily require any substantial capital outlays.

Delivered by highly skilled and well trained IT solution providers, managed services solutions from Zenith Infotech free small and midsize business clients from many of the concerns associated with IT networks. With routine maintenance and monitoring functions affordably addressed, client companies are better positioned to survive, and indeed thrive, despite the broader economic climate.

“When times are tough, the natural inclination is usually to batten down the hatches and weather the storm,” says Zenith Infotech Director of Account Management, Ray Vrabel. “But Zenith Infotech's managed services solutions are really a way to have control over vital aspects of business operations that will make doing that — as well as laying the groundwork for increased profitability — easier.”

To help small-and-mid-sized companies identify, plan and deploy strategies for maximizing efficiencies and maintaining operations, Zenith Infotech Ltd., an international company serving over 4,000 IT service providers worldwide, is hosting a managed solutions showcase Wednesday, August 25 from 2:30 – 7:30 p.m. at the Radisson Hotel Valley Forge, 1160 First Avenue. The event, one of 88 across the U.S. scheduled for the third quarter of 2010, is sponsored by Autotask, the leading provider of web-based IT services management software. The technologies showcased enable SMBs to automate IT processes, virtualize servers to reduce recovery time, and more efficiently run their business operations on good and bad days.

For more information or to register for this event, visit [www.zenithinfotech.com/register](http://www.zenithinfotech.com/register).

**About Zenith Infotech**

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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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