

# PARTNER PROFILE: FOCUSING ON DELIVERY

## PROFILE DAVE WATTS PRESIDENT NETFUSION INC.

**Based:** Los Angeles, Calif. Also support clients in the San Francisco Bay Area.

**Experience:** In business since 1995.

**Services offered:** Complete outsourced IT department, business continuity services

**When it** comes to building a successful IT business, I'm a firm believer in taking a big-picture approach. The first question you should ask yourself is what services do potential clients need? The second is how can you deliver that? The answer to the second question is almost sure to involve strong strategic partnerships.

Or at least that's how things worked out for us. We've been a managed services provider for about a year now, but we've been supporting SMBs since 1995. From the beginning, I knew that what clients needed was a hassle-free IT infrastructure, while what I needed was to keep profitability up by holding labor costs down. For a company like mine, labor is the number one expense.

So I designed my service offerings accordingly. Rather than respond to problems after they occurred, like a classic break-fix firm, I offered proactive on-site maintenance via regularly scheduled office visits. Sticking to a preset calendar like that helped us anticipate and control the amount of labor we needed to serve our clients.

All in all, it was a pretty effective business model. But over time, not being able to keep an eye on a customer's network between site visits came to be more and more of a problem. No one's perfect, and if one of our technicians

missed a subtle flaw on a server the end result for the customer was usually downtime. That was a black eye in itself, of course, but it also forced me to scramble an employee to the scene of the crisis—which meant that another customer didn't get their regular visit on time. Pretty soon one mistake in one place had a domino effect on multiple clients.

### **A Great Partner**

The moral of the story is that while we had done a great job of figuring out what customers need, we had left a crucial gap in how we delivered those services. To close it, we decided to form a strategic partnership with a managed services tool vendor.

A friend of mine in the same line of work recommended Zenith Infotech to me, so I gave them a call. In fact, I gave them a lot of calls. I must have asked them a million questions, and they were never anything but helpful. That was an important sign that they would make a great partner for my company.

Sure enough, Zenith has consistently shown genuine dedication to helping me grow my business. And I never have to worry about complying with lots of rules about how I use their tools or price my services. Zenith lets me run my

business my way. Plus, they really listen to input from their partners. In fact, I once suggested an enhancement to one of their products that wound up in a future release. Good luck pulling that off with some tech industry giant!

### **Innovative Offerings**

Needless to say, I've been thoroughly impressed by Zenith's technology too. They offer an integrated suite of products and services, which means I don't have to waste time cobbling together a bunch of standalone systems.

And Zenith is constantly innovating and adding new products too. For example, we now offer business continuity support to our customers, using Zenith's Backup and Disaster Recovery solution. We're also looking forward to using Zenith's Smart Style cloud computing solution. Smart Style will enable our customers to centralize their server and desktop processing in a single rack linked to affordable, durable thin clients. That will be a whole lot more economical than buying new PCs every three years.

### **Next Steps**

To learn more about partnering with Zenith Infotech, visit [www.zenithinfotech.com](http://www.zenithinfotech.com) and click "Partner Programs."



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