



David Carlos of
Managed Information Architects

- Managed Information Architects
- David Carlos, Principal
- New York
- j davidcarlos.net
- Founded: 2003

This successful entrepreneur relies on Zenith Infotech to keep his clients in business, while making a profit at the same time.

FROM BREAK/FIX TO MANAGED SERVICES

It's one thing to build a name for your business, but it's another to build your business around your name. With the help of Zenith Infotech solutions, this is exactly what David Carlos is aiming to do — and he's succeeding. Carlos started Managed Information Architects in 2003 as a typical break/fix, time-and-materials computer repair and consulting firm and, since then, has evolved as a managed services provider, exclusively invested in Zenith's tools and technologies.

In 2003 his company serviced both residential and business clients that used both PC and Mac platforms. And as Managed Information Architects grew, he hired more technicians, but his overhead dwarfed his profits. The company unsuccessfully attempted to branch out into IT staffing and recruiting as well as different market segments such as corporate clients. In 2007, however,

Carlos bought out his business partner, rebranded the company, "rose from the ashes" as he puts it, got connected with Zenith and hasn't looked back.

TAPPING INTO THE HEALTHCARE NICHE

Carlos is a technology expert and entrepreneur with the education, experience, and a keen sense of what's hot in today's marketplace. These days, if you can catch him, you'll find him scouring the streets of New York City supporting, maintaining, and building new relationships with healthcare clients; more specifically, private doctor offices. He says, "My market is interesting because I have clients in several different industries, but I am particularly going after the healthcare market, so I am branding myself as a healthcare-specific solution provider."

Carlos says healthcare is hot right now because of the American Recovery and Reinvestment Act and Health Information Technology for Economic and Clinical Health Act laws, as well as HIPAA (Health Insurance Portability and Accountability Act) and the associated, related requirements. "This is a tremendous opportunity for us," he explains, "So we are partnering with EMR [electronic medical record] solution vendors, as well as other services providers in the healthcare industry, to get in front of doctors and help provide them with the tools and technologies they need to be successful in this new paradigm." In particular, he sells Zenith's services and products to plastic surgery and dermatology-based clients. Carlos says these segments tend to be the most technologically invested and have better cash flow due to their independence from insurance issues.

For the past three years, Carlos has heavily relied on Zenith-based solutions, mainly due to the perfect fit for his clients. His typical customer is an individual doctor or small group practice with 10 to 20 computers and a server. His most

common Zenith-based solution includes a BDR (backup and disaster and recovery) component, a SAAZ (Zenith's software agent), a sophisticated NOC (network operations center), and a virtual service desk and antivirus component.

Carols says Zenith's BDR solution is the product he offers the most. "BDR is a very good lead in for us. I have BDR deployed to more clients than any other service because it is a compelling product that is overlooked in the small business industry, and is reasonable and approachable, given the model that Zenith has put together," he explains. But after careful and meticulous consideration, he says he chose Zenith over other vendors because he was attracted to the company's NOC and virtual service desk. He notes, "I'd rather spend my time selling and deploying a complete end-to-end solution."

Dr. Janet Prystowsky, MD, a dermatologist working on New York's Upper East Side, relies on Carlos and Zenith to literally keep her in business. Prystowsky comments, "As a doctor, I'm responsible for ensuring the safety and privacy of my patient's medical records. The Clone Server was the only solution we found that protected us from every type of failure, and guaranteed recovery from a complete disaster within 24 hours." Prystowsky's practice also utilizes an EMR system, as well as tablet computers for managing patient information, scheduling, photographs, billing, ePrescribing, etc.

Paul Schack, managing partner at JPS Capital Partners, a financial services firm based in Midtown, says he's been a client of David Carlos for more than four years. "The success of our business is greatly dependent upon our information and technology systems.

"Backup and disaster recovery [BDR] is a very good lead for us. I have [Zenith's] BDR deployed to more clients than any other service because it is a compelling product that is overlooked in the small business industry."

David Carlos, Managed Information Architects

We chose to utilize David's products, solutions, and services and have remained a loyal customer because he has consistently provided cost-effective solutions and superior service."

THE FUTURE LOOKS BRIGHT

Although Carlos' total revenue is down from his high in 2007, he says his profits are up by over 50%. He adds, "By utilizing the NOC and virtual service desk, we've been able to maintain a steady work flow that would have required at least \$60,000 in pay-

roll costs otherwise." His projections for 2010 aren't shabby either, with projected sales growth at a rate of 10% per month.

As for the future of Managed Information Architects, Carlos sees it all happening in the cloud. He says his crystal ball shows cloud services, integration with EMR systems, and management of patient information for the foreseeable future. He says, "Right now as a doctor, you have software that is installed on your computer [like Microsoft Office for example], but going forward, work will be done through a Web browser, so you'll log on to a website and access your applications through that Web interface. That is the goal of cloud services."

David Carlos is able to be profitable and provide the highest level of services to his clients by not only having a scalable business model (that doesn't require a tremendous amount of overhead), but by using Zenith's tools to stay at the leading edge of technology.

Sponsored by:



zenithinfotech.com