

# Affordable and Comprehensive Business Continuity for SMBs

## Zenith Infotech Business Continuity Speaks Directly to Small and Midsize Business Needs

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*– Adam Fadhli, President and Owner  
Discovery Information Technologies*

The need for a reliable and comprehensive business continuity solution is every bit as critical for small and midsize companies as it is for the largest corporations. Recognizing this, more and more organizations are taking steps to protect their informational assets from disaster or network failure — either natural or man-made. But Adam Fadhli, president and owner of Discovery IT in Nederland, TX found many businesses stuck with the less reliable and cumbersome tape-based backup and disaster recovery systems.

Tape backup is delicate and easily compromised by environmental factors such as heat, humidity, and magnetic interference, leading anywhere from 42 to 71 percent of tape restores to be unsuccessful. Even when magnetic tape backups succeed, the tape itself is subject to loss or theft, or may be held by an employee or vendor who is unable to reach a recovery site. Ultimately, each hour of server, application, and network downtime exacts a high cost.

It's widely recognized that disk-based backup systems are greatly superior to tape, but cost has been an impediment for smaller companies looking to make the switch. Fortunately, and as so

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**Discovery**  
INFORMATION TECHNOLOGIES

Adam A. Fadhli  
President/Owner

**Company:** Discovery Information Technologies • Nederland, TX

**Web Site:** [www.discoveryit.com](http://www.discoveryit.com)

**Business Challenge:** Move customers away from unreliable tape-based backup to an affordable, fully managed, disk-based system that includes off-site archiving.

**Solution:** Zenith Infotech business continuity delivers tape-free, enterprise-class backup and disaster protection at a price that fits the budgets of small and midsize companies.

**Results:** Owing to how well the Zenith Infotech business continuity has been received by client businesses, Discovery IT anticipates "considerable expansion" of business during the coming months, with profit margins in the range of 200 – 300 percent.

**Zenith Infotech Business Continuity:**

Zenith Infotech's business continuity can restore downed servers in as little as 15 minutes, or create standby servers in less than five. Under your brand, this reasonably priced, all-encompassing solution includes:

- Frequent backups
- Multiple restore points
- Standby server virtualization
- Bare metal restorations to dissimilar hardware
- Optional Offsite Remote Storage



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often is the case, word of mouth is spreading news of the proverbial better mouse trap. And so about two years ago, Discovery IT “picked up” the Zenith Infotech business continuity solution after Adam heard from several attendees at a Tech Data TechSelect conference.

And just as he was lead to expect by solution providers who had endorsed the solution, Adam says, “The Zenith BDR (backup and disaster recovery) solution has helped us move customers away from unreliable tape based backup solutions to a fully managed, disk based system that includes off-site archiving.”

Founded in 1988, Discovery IT offers a broad range of solutions and services to small and mid-sized businesses in the Houston-Beaumont, TX market. The 15 highly trained and experienced technicians and consultants on staff provide managed services, IT consulting, system design, system integration and support to a clientele with typically 25 – 200 users per business. Adam’s company attracts customers from the retail, legal, financial medical, engineering and construction industries — and the value of Zenith Infotech business continuity resonates across the board.

“The Zenith BDR solution speaks to the needs of any business that requires reliable and easy back up of critical data, while facilitating business continuity and disaster recovery through the virtualization and bare-metal-restore functions of the product,” Adam says.

Offering the solution under the Discovery IT brand, ProMSP Backup & Disaster Recovery, Adam observes, “Customers enjoy the peace of mind that comes from knowing that their system backups are taken care of by our firm with the help of Zenith’s BDR system.”

Adam appreciates that Zenith Infotech respects the relationship between IT solution providers and their client businesses while enabling those same channel partners to help customers operate more productively. Of course, the profits coming from Zenith Infotech business continuity has significant appeal as well. “Our Zenith BDR sales are highly profitable with 200 – 300% margins,” he says.

Not surprisingly, Adam concludes, “We foresee a considerable expansion of our Zenith BDR business in the coming months and look forward to working with Zenith in these efforts.”

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