



Gerry Markowitz
Executive Vice President

Zenith Infotech Backup and Disaster Recovery: Trouble-Free in Action

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— Gerry Markowitz, Executive Vice President

Back in the 1970s, a marketing campaign was based on the owner of an electric razor manufacturer saying, "I was so impressed with the product, I bought the company."

Something similar happened to the Baltimore-based IT solution provider, Advanced Technologies Support (ATSG) which was purchased in May of 2009 by DP Solutions, also headquartered in Maryland. Obviously in this instance the product wasn't razors, but was instead ATSG's portfolio of IT managed services solutions — managed services from Zenith Infotech.

Now with the acquisition of ATSG, the broad spectrum of Zenith Infotech managed services and backup and business continuity is offered under the DP brand. This includes Zenith Infotech's network operations center (NOC), automated monitoring of server operations, and help desk services, as well as backup and disaster recovery (BDR).

Executive Vice President Gerry Markowitz says, "We see a gain in productivity for our technical support staff by using Zenith Infotech managed services and BDR." He comments that it is the trouble-free nature of Zenith Infotech's offerings that DP Solutions

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Company: DP Solutions, Inc.
Columbia, MD

Web Site: www.dpsolutions.com

Business Challenge: Zenith Infotech's solutions are the easy way to earn high-margin, recurring revenue, while providing SMB customers with unsurpassed solutions at a very affordable price.

Solution: Zenith Infotech's solutions are the easy way to earn high-margin, recurring revenue, while providing SMB customers with unsurpassed solutions at a very affordable price.

Results: Through the acquisition of Advanced Technical Support Group (a Zenith Infotech partner), DP Solutions has successfully diversified its range of offerings — adopting the Zenith Infotech portfolio of managed services, and including backup and disaster recovery.

Zenith Infotech Business Continuity:

Zenith Infotech's BDR solution 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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finds so remarkable. Gerry also appreciates the reliability and fast action provided by Zenith Infotech's support operations. "Implementing these solutions takes a load off our staff. The more services we can delegate to Zenith, the more responsive our technicians can be to other projects."

Among the Zenith Infotech offerings presented by the DP Solutions, Gerry has the highest praise for the BDR solution. "We have a level of confidence in the BDR that allows us to recommend it to our customers without reservation. It enhances the security and reliability to the customer's entire computing environment."

"This backup solution is complete," he notes, and unlike other business continuity offerings, it can be counted on to work all the time. "With traditional backup (tape in particular) something always goes awry," Gerry says. "With Zenith, we don't have any issues or problems."

At the center of the Zenith Infotech BDR solution is the network-attached storage (NAS) device that not only

takes frequent and complete snapshots of the customers' data for restoration purposes, but can also act as a virtual server if the client's server suffers catastrophic failure. Gerry says, "The ability to run the server off the NAS impresses customers. That capability is a distinct advantage, and we've had cause to do that. We find this feature to be very valuable."

Gerry breaks down his customer base into two groups from the larger field of small and midsize business: those with 50 or fewer computer users without an in-house IT staff, and those that "have 50 – 200 users and an IT staff but want to take advantage of the help desk and monitoring services DP provides." When it comes to the BDR though, Gerry thinks neither business size, nor industry are necessarily a good indicator of a company's potential as a sales prospect.

"What I find interesting is that smaller companies are doing it." Gerry observes. "I have a job going with a financial planner with only five users. He wants to be absolutely sure he has his data backed up." But on the other

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hand, Gerry recalls approaching a law office with the BDR solution and being told by the attorney in charge of business operations, "I don't care."

Ultimately, a sales prospect's response will come down to just one thing, Gerry believes. "Interest in BDR has nothing to do with vertical markets or industries. It has to do with the customers' mindset. How determined are they to have a good backup system in place."

