

# Business Continuity: A Universal Need for SMBs

## Marnoble Computer Finds Ready Market for Zenith Infotech's Backup and Disaster Recovery Solution

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*– Mike Martin, Vice President of Operations*

Many generations of IT solutions for small and midsize businesses (SMBs) can come and go in just 20 years.. But while the offerings have changed frequently and often dramatically, the underlying issues that new technology addresses have been around since the advent of marketplaces (i.e. improving productivity, cutting cost, or creating a better work environment). And Marnoble Computer, founded in 1990, is finding new sales opportunities by addressing another age old need — protection against mishaps and catastrophes.

Located in Houston, Texas, Marnoble succeeded by maintaining the human touch with customers in a business that can easily be overwhelmed by the impersonality and complexity of the products and services provided. As an example, Vice President of Operations Mike Martin points out, "When you call Marnoble, a real person answers the phone, not some machine. This is one place where you never have to 'listen closely as our menu options have changed.'"

Nevertheless the business conducted by the people at Marnoble is machines, specifically: managing the hardware and software that helps their customers operate with maximum efficiency, making repairs if something breaks down, and offering a business continuity solution that ensures system failures don't turn into

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**MARNOBLE**  
Computer Sales & Service, Inc.

Mike Martin  
Vice President of Operations

**Company:** Marnoble Computer  
Houston, TX

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

**Business Challenge:** Fuel business growth for a 20-year old IT managed services provider by offering the right business continuity solution for companies with anywhere from five to 250 employees.

**Solution:** Zenith Infotech's comprehensive BDR solution enables Marnoble Computer to provide SMBs in the Houston, Texas area with hassle-free data protection and peace of mind at a budget friendly price.

**Results:** Zenith Infotech BDR has proven an easy selling proposition for Marnoble Computer. Recognizing an exceptional and affordable business continuity solution, clients immediately understand that Zenith Infotech BDR ultimately saves time and money and possibly their businesses.

### **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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## Affordable, Comprehensive Data Protection for SMBs is a Reality with Zenith Infotech

Catastrophes. It is in providing comprehensive backup and disaster recovery (BDR) that Marnoble has found an ideal solution from Zenith Infotech.

Marnoble computer doesn't focus on any particular vertical market, though businesses in the healthcare, legal and manufacturing industries are well represented among the company's roster of clients. "But almost all of our network clients," says Mike, "need the type of protection that Zenith Infotech's BDR provides."

With anywhere from five to 250 users, Marnoble's SMB clients realize the business continuity planning (BCP) is a necessity. According to a study by the Gartner Group, 43 percent of companies were immediately put out of business by a "major loss" of computer records, and another 51 percent permanently closed their doors within two years — leaving a mere six percent "survival" rate. However, the expense of optimal, in-house BCP strategies and solutions are beyond the budgets of many smaller businesses. Enter Zenith Infotech

Mike explains, "Zenith's BDRs offer five things that most companies with networks need: frequent backups, offsite storage, server virtualization, bare metal restoration and 24/7/365 remote monitoring. In the past year,

we have used all five of these things to prevent or overcome some type of failure that our clients have experienced."

Mike adds that his clients quickly see how the BDR, sold under Marnoble's brand, can ultimately save them a great deal of lost time and money in the case of a major disaster or a simple server failure. "Anytime you can offer a customer this type of BDR protection for as little as \$199 per month, it practically sells itself," he concludes.

Marnoble only discovered the Zenith Infotech BDR solution and began offering it to customers around the beginning of 2009. "It was too late to help one of my clients," Mike reports sadly, "but just in time to save several others during the past year."

But saving clients through BDR isn't the only way that Marnoble leverages Zenith Infotech to take care of customers. There is also a more proactive approach available, and Mike relates his company's first experience with Zenith Infotech's managed services. "We got the first phone call from the network operation center (NOC) team telling us one of our client's server was down, and we called the client. They didn't know they were down. They were impressed that we knew it before they did!"

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Between Zenith Infotech's managed services, the BDR solution and Marnoble's commitment to responsive action, Mike is satisfied that clients are well served. "Some other solutions on the market are missing key components such as a true, 24/7 NOC team. They're never closed for the holidays," Mike says. "Zenith has quick access via Web interface, ticket approval process and submittal, the ability to "push" updates and patches to servers and desktops, and the ability to generate reports on the fly or to have the monthly reports by client."

*"Zenith has the total package. It works!"*

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