

Business Continuity SMB Market



Matthew Cantine
Vice President of IT

Comprehensive Data Protection Priced Right for Professional Services SMBs

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– Matthew Cantine, Vice President of IT

Anyone who has ever lost a computer file has felt the despair and instant frustration that comes from knowing you’ll have to “start over.” But companies that lose all of their data due to some catastrophic system failure can actually end up closing their doors permanently. That’s why a plan for backup and disaster recovery (BDR) of data and proprietary information has become a business necessity. In response to this market demand, about four years ago Independent Field Services of Bowling Green, KY, launched a subsidiary named IFS Technologies.

Initially IFS Technologies only offered iComply, a solution developed in house to help businesses maintain compliance with stringently enforced existing regulations (i.e., HIPAA, Sarbanes-Oxley, or Gramm-Leach-Bliley) that address protection, management and disposition of information. However because of its cost, iComply couldn’t penetrate the regional market as fully as IFS Technologies had hoped. With the exception of banking institutions, most IFS Technologies professional services clients (i.e., accountants, medical practices, insurance) have less than 30 employees. A big-business outlay in a BDR investment wasn’t an option financially.

“We weren’t hitting the SMB market effectively,” recalls Matthew Cantine, vice president of IT for IFS Technologies. “Because we couldn’t compete on price, we were missing out.” Fortunately about a year ago, IFS Technologies would locate the perfect answer.

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Company: IFS Technologies
Bowling Green, KY

Web Site: www.ifstechnologies.com

Business Challenge: Offer a comprehensive backup and disaster recovery solution that fully meets government regulations for keeping sensitive customer records secure, yet at a price that small businesses could afford.

Solution: Zenith Infotech’s BDR solution delivers enterprise-class business continuity without the enterprise-class expenditure.

Results: Today, IFS Technologies is no longer “missing out” on market opportunities presented by small businesses that need a secure, reliable and easy-to-use business continuity solution — thanks to Zenith Infotech BDR.

Zenith Infotech’s comprehensive BDR solution provides:

- Standby server capabilities
- Frequent backups
- Seamless off-site storage
- Multiple restore points and advanced restoration options



Infotech Ltd

"We finally found Zenith Infotech's backup and disaster recovery solution and we were able to fill the void," Matthew states. "Since we brought the Zenith solution on board, we've seen substantial growth in our business."

Matt explains that a recurring revenue model is the main advantage over the iComply offering. Rather than requiring an upfront investment from the client, most customers simply lease the appliance from IFS Technologies. "Our move to Zenith BDR from our in-house solution provided a better fit for our customers, while still offering security and compliance to most industries," Matthew notes. Branded as IFS Technologies' iBR solution, "It's the first and foremost thing we mention when we go in to see a prospect," he says.

Essentially IFS Technologies presents the Zenith Infotech BDR to potential clients as providing "secure, enterprise-class business continuity without the enterprise-class price."

Nor is there enterprise-class complexity involved with setting up a business with iBR. "I can go into a customer's

business with our solution and within an hour it's up and running," Matt says.

Not only does iBR meet a vast array of regulation requirements as Matt observes, but he has also had occasion to see the great advantage of Zenith Infotech's NAS device over tape backup. "We had a customer who had been running iBR for a week, and they accidentally deleted 10 – 15GB of critical data," Matt remembers. "They called us and within minutes we had the data back and everything was up and running again within an hour." By contrast, Matt says, "It would take four hours just to catalog tape before recovery could begin."

Overall, Matt says that pricing and functionality of the Zenith BDR have "surpassed everyone's expectations," but those aren't the only advantages realized by IFS Technologies. Noting how easy it is to manage the solution, Matt says, "It has helped us to be efficient with our personnel, which allows us to save money. We then turn those savings to marketing and growing our client base."

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