

# Business Continuity for Budget-Conscious Companies



Michael Mellott  
President

## Zenith Infotech Backup and Disaster Recovery Pitches Perfectly to Baltimore Orioles

*"We ask, 'Have you ever had a server go down? What did that mean to your business? What did it cost you?' We say, 'For a couple hundred dollars a month, we'll take care of that.' They see it's a no brainer."*

— Michael Mellott, President

Based in Ellicott City, MD, and primarily serving the Baltimore and Washington D.C. markets, XPERTECHS is a technology systems integrator boasting a highly trained and skilled staff. The company's engineers have certifications from Microsoft, Novell, 3COM, Cisco, Compaq and CallWare. Broad and deep expertise is of critical importance for XPERTECHS' 11 employees, whose client base runs a wide gamut of industries — a few of which include a large auto dealership, a high school, a real estate investment firm, and a nationally known countertop manufacturer. Most of XPERTECHS' customers are smaller businesses with 50 to 100 computers, but the company does have several clients in the 200 – 400 desktop-user range.

Regardless of the size or the industry, XPERTECHS President Michael Mellott says, "It always comes down to understanding where a company's pain is, and addressing that." One customer that was in danger of discomfort — from potential server failure — was the Baltimore Orioles.

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**Company:** XPERTECHS

Ellicott City, MD

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

**Business Challenge:** Maintain revenue streams at a time when businesses have less money to invest in large IT projects, by instead focusing on the steady demand for first-class managed services and business continuity.

**Solution:** Zenith Infotech's backup and disaster recovery solution is the easy and affordable way to provide businesses with data, application and server restoration, as well as enabling them to rapidly resume operations following a server crash or other disaster.

**Results:** XPERTECHS has been able to establish a substantial recurring revenue stream by selling the obvious cost-versus-benefit of Zenith Infotech's business continuity solution.

### **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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## Zenith Infotech's BDR Solution Brings in Recurring Monthly Revenue

Fueled by constant news coverage, multi-million dollar deals, and larger-than-life personalities, the common perception of professional sports organizations is that they are huge business enterprises with virtually limitless resources. But Michael points out that the Orioles are as interested in getting the best value for their investment dollar as any other company.

Michael says, "They couldn't afford to have a server down in the middle of a game," but all the solutions the Orioles looked at were in the \$50K – \$100K range. "More than they wanted to spend," Michael remembers.

Zenith Infotech's backup and disaster recovery (BDR) solution proved to be the hit the Orioles were looking for. Inexpensive to purchase, easy to use, and affordable to maintain, the network-attached storage (NAS) devices at the heart of Zenith Infotech's BDR offering provided the organization with the right business continuity protection at a price that would fit the budget of any size company.

Though data protection is an important component of Zenith Infotech business continuity, Michael doesn't think the backup function is as important a selling feature as the virtualization capabilities that allow the NAS to

quickly take the place of a down server. "We can have our clients up and running in 30 minutes," Michael notes. "That's incredible."

Of course in today's tough economic climate, the Baltimore Orioles are hardly alone in trying to be as frugal as possible with a dollar. That, according to Michael, has resulted in a shift in the kind of IT services and solutions being sought by businesses. "People aren't spending money on big IT projects right now, but the service and support side is doing fine," he says. XPERTECHS sold nine NAS units in just two months during the Spring and the Zenith's BDR solution is subscription based. "That's the kind of business we want right now because it's recurring revenue," Michael says.

Though the Zenith Infotech BDR solution doesn't literally sell itself, Michael does find it easy to make the case to prospective customers. "We ask, 'Have you ever had a server go down? What did that mean to your business? What did it cost you?' We say, 'For a couple hundred dollars a month, we'll take care of that.' They see it's a no brainer," he says.

Michael recalls a demo in December of 2008 to a larger client whose operation was at risk from server failures. Michael

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President*

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notes, "Now for a few hundred dollars a month, he's protecting his 15 servers." Michael adds that the client has since had occasion to get his money's worth, as the NAS virtualization capabilities have already been called into action on a couple of occasions.

Not only does the Zenith NAS protect data and restore server operations for customers, but XPERTECHS has also put it to work as an in-house "tool of the trade." Again utilizing the NAS's virtualization, Michael tells us he has used the BDR device to keep systems operating while upgrading customer networks.

Perhaps recognizing another, "no brainer," Michael asks, "Why not make it an everyday tool?"

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