

PARTNER PROFILE: MergerTree Solutions

PROFILE
TROY NEWMAN
CEO
MERGERTREE
SOLUTIONS LP

Based: Houston, Texas

Services offered: Has been offering managed PC, server, and network services since 2003.

Additional services: Also offers hosted email and managed security services.

People ask me sometimes about my company's unusual name. I tell them it goes back to our origins as a specialist in helping businesses deal with the IT implications of a merger or acquisition. It was a great business to be in until M&A activity here in the Houston area started drying up, back around 2003.

However, our experiences supporting mergers ended up pointing us toward our next big opportunity. As we worked with smaller companies in particular, we discovered that a lot of them had little to no IT staff of their own. That told us there must be thousands of companies in Houston alone that would benefit from having IT experts like us take care of all their technology needs for a fixed, per-user price.

At the time, there wasn't really a term for what we were doing, so we just called it "outsourced IT." Today, of course, it's known as managed services.

Comprehensive Toolset

Back in our early days as an MSP, we wrote a lot of our own tools and then integrated them with various third-party applications. It was laborious work that left us with a piecemeal solution. We couldn't get the unified view of server, workstation, and backup status that we needed, and we couldn't smoothly scale up to support a steadily growing customer base.

By 2005, we realized that we had two choices: Drive up our cost structure by hiring a bunch of new technicians, or find a comprehensive toolset from a strategic partner that would make our existing staff more productive.

Needless to say, we realized pretty quickly that the second route made much more sense. In fact, we had learned a critical lesson—no successful MSP can afford to go it alone. If you want to be a winner in managed services, you have to form strategic partnerships.

An Enduring Partnership

For managed services software, our strategic partner of choice is Zenith Infotech. We

studied our options carefully before selecting them, but found that they had all of the qualities we look for in a partner, from top-notch products to the long-term viability that comes with being an industry leader. Plus, the personal attention we got from Zenith really made an impression on us. Everyone from their senior leaders on down made clear right from the start that they were truly committed to building an enduring business relationship with us.

Of course, Zenith's pay-as-you-go pricing didn't hurt either, since we knew it would enable us to grow our business without making heavy upfront licensing payments

New Solutions

Actually, MergerTree and Zenith have grown together over the years. As they've added new solutions, we've continually expanded our offerings to profit from them. For example, their Backup and Disaster Recovery Solution has really helped us land new customers and earn more revenue from existing ones.

It also proved to be a lifesaver for some of our clients when Hurricane Ike struck last year. Several of our customers suffered server damage during the storm. Thanks to Zenith's Backup and Disaster Recovery Solution, however, we had them back up in hours versus the days it might have taken us using backup tapes.

Now we're looking forward to utilizing SmartStyle Computing, Zenith's new cloud computing solution, which will enable us to provide outsourced hardware services flexibly and cost-effectively. Clients will pay only for the infrastructure they use, and will have the ability not only to add seats quickly when they grow, but to drop seats quickly should they downsize. Try doing that with conventional desktop hardware! You can't "unpay" for a PC you no longer need.

Next Steps

To learn more about partnering with Zenith Infotech, visit their home page at www.zenithinfotech.com and click "Partner Programs."



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