

Quest | CASE STUDY

BayGroup International embraces Managed Services

Frank Lucido, Director of Information Technology at BayGroup International, a consulting firm specializing in the creation and execution of sales force strategies for Fortune 100 firms, believes fewer small and medium-sized businesses (SMBs) continue to question the need for Managed Services.

"The question," he reports, "is morphing from 'Do I use Managed Services?' into 'Who do I pick as a Managed Services partner?' and 'How do I get the most from that partnership?'"

Why the change?

"The traditional IT model doesn't work for SMBs," Frank says. "Managed Services are more cost-effective and facilitate a better use of internal IT staff.

"For example, I just received an email from the level 1 help desk support people contracted for us by Quest, our Managed Services partner. It was about someone not having a Microsoft Office 2000 converter on their machine. Not needing to deal with those kinds of issues is a relief," he says.

More importantly, he explains, it frees staff to "concentrate on issues like process improvements to our ERP system or ways to make our internal intranet more effective for users – issues critical to the success of BayGroup International."

Access to network and virtual environment expertise

According to Frank, there's even more to be gained from embracing Managed Services besides time and money – such as access to a depth and variety of technology expertise when you need it.

"Since BayGroup contracted with Quest to perform all our network management and monitoring, two things have occurred," he observes. "First, I have eyes on our network 24X7, which is a huge improvement and something I never was able to afford previously.

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THE BOTTOM LINE

Traditional approach to information technology doesn't work for SMBs, says Frank Lucido, Director of IT at BayGroup International.



BAYGROUP INTERNATIONAL (Cont. from p. 1)

Secondly, I can reach into Quest's wealth of technology experience and expertise to find the exact expert I need for a very specific issue."

Frank is quick to agree that there's always a place for technology generalists. But he adds, "When you've got trouble with a switch and you can reach out to a Quest engineer with Cisco expertise who'll take a look, that's just so much more valuable than having your in-house network admin-

"Quest is large enough to have the cross-section of skills we need, but not so gigantic that an account our size isn't taken seriously."

— Frank Lucido

istrator try to pare down what could be happening."

And it's not just the depth of expertise available, he notes – it's the *variety* of skill sets.

"We have a pretty robust virtual environment, and it's invaluable to me to be able to call on someone who's a VM expert," he says. "Quest's folks are always working VM issues for clients, and across multiple environments, too. The knowledge they bring just can't be replicated in-house."

Ego-free advice and counsel

Nice, too, says Frank, is a "bit of the detached third-party observer – someone who can take a high-level look without being too emotionally invested.

"There's always an issue of ego with whatever's designed and built internally," he says. "People develop a stake in the way it was done and are often reluctant to face the need for

FROM TIM BURKE...

Can you do business without email?

If email is essential to your business, so is email backup. Unfortunately, as your information technology systems become more complex, so does operating them. Too often, these systems end up *causing* the email outages they're supposed to prevent.

It's not hard to see why. These systems need lots of care and feeding. Management of them includes dealing with servers, licenses, and capacity issues. They have to be updated and patched on always-irregular schedules. Then there's the complex backups of multiple, non-integrated databases and applications.

Why Exchange 2007 isn't enough

And at the heart of all this is your email system. You may think that using Exchange 2007 will save you from the worst effects of an email outage. Think again.

Exchange 2007's new capabilities help reduce risks, but still fall short. Although Exchange 2007 has failover technologies that can be used to load-shift between systems (thus shortening the duration of an outage), it's a process that burdens users. And Exchange has no built-in means of providing alternate access to stored messages.

So when it comes to email continuity, you need more. And you need it to be cost-effective. A solution worth considering is an email backup managed service.



change. With Quest, that's a non-issue; we're a client needing to know what works best."

Of course, all the benefits of Managed Services depend on the company you choose.

Among the many reasons for selecting Quest, says Frank, is its size. "Quest is large enough to have the cross-section of skills we need, but not so gigantic that an account our size isn't taken seriously."

Not surprisingly, it's Quest's people

that keep BayGroup International a committed customer. Frank's future plans include engaging Quest's team to help BayGroup International with its desktop virtualization and VoIP implementations.

"I have not worked with another firm who has shown me better people than Quest's," Frank reports. "From customer service and project management to technical and sales personnel, everyone is wonderfully courteous and knowledgeable."

Quest's Email Continuity Services:

Finally – affordable email system backup

These days, an in-house email backup system can easily cost more than the primary system it protects. Even worse, typical in-house email backup systems often fail to protect your business from some of the most common problems that cause email downtime.

Eliminating downtime – and the costs of redundancy

Quest's new Email Continuity Service can save you from all that. This new service is based on insurance-like pricing – so you're not paying the high costs of a redundant system. You're also liberated from administrative burdens even while your end-users get a seamless experience.

That's because Quest's Email Continuity Service eliminates email downtime from local infrastructure outages, database corruption, Active Directory corruption, configuration errors, malware, and Windows viruses.

The service activates in less than 60 seconds and provides full email access through web browsers, BlackBerry wireless devices, or Outlook. Because email is cached at the perimeter, it never bounces, and email system outages are invisible to both your end-users and the outside world. The uninterrupted global email access provided can be activated for any subset of mailboxes by location, server, or storage group.

Scalability, security – and zero maintenance

Based on Linux, Quest's Email Continuity Service is fully interoperable with your primary email system. The service can provide your business with a virtually infinite number of mailboxes for any number of users – without the administrative hassles associated with

maintaining, updating, scaling, and integrating with enterprise applications.

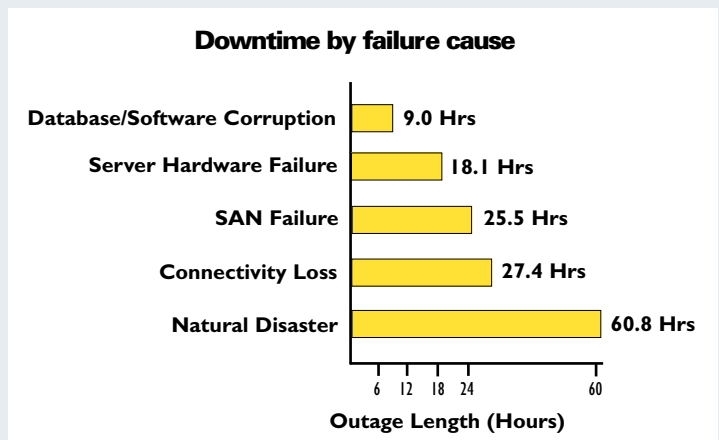
Quest's Email Continuity Service is based on an architecture that uses redundant, load-balanced servers for high availability performance. It's also highly secure, providing layered data encryption and authentication that meets stringent regulations.

Email messages lost in your primary email system can be located in the Quest Email Continuity Service archive and quickly restored to your primary environment. This means you can identify affected users and a data loss time range, then quickly find and restore missing messages by server, storage group, or mailbox – without having to rebuild your entire server or environment.

DID-YOU-KNOW?

Email outages last an average of 32 hours

According to a recent survey*, in any given 12-month period, companies face a 75-percent likelihood of an unplanned email outage and a 14-percent likelihood of a planned email outage. These email outage times ranged from 2 hours to 120 hours - but the average was a disruptive 32 hours.



* *Why Email Fails*, 2008 [<http://www.messageone.com/resources/why-email-fails.pdf>]

Coming in the next issue of *Quest Strategic Advisor*:

Quest's Business Resumption Center

What's New...

Quest's Business Resumption Center at McClellan, CA is now open. Check out the video at <http://www.questsys.com/businessResumptionCenter.html>. Read the press release at http://www.questsys.com/pr_BusinessResumptionCenter.html. Stay tuned for more details, coming in the September-October issue of Quest Strategic Advisor.

Have you discovered blogs yet? The best of them can help you with tips, strategies, tools – and networking opportunities. Check out some of these on bmighty.com's list of the best blogs for smaller businesses ...

- **Business Technology** (<http://blogs.wsj.com/biztech/>): The Wall Street Journal looks at how technology fits in the business world.
- **Inc. magazine staff blog** (<http://blog.inc.com/>): Covering a wide range of issues of interest to small and mid-size businesses.
- **SmallBizResource** (http://www.smallbizresource.com/blog/main/?_requestid=149092): bmighty.com's entry focuses on tech and business issues faced by very small businesses.
- **Small Business Trends** (<http://www.smallbiztrends.com/>): This offering by Anita Campbell includes sales and marketing tips, current events and trends, and technology product reviews.
- **The Art of Management** (<http://www.scottberkun.com/blog/>): Former Microsoft manager Scott Berkun writes about project management.
- **Professor Jeff Cornwall's blog** (<http://forum.belmont.edu/cornwall/>): The head of the Center for Entrepreneurship at Belmont University (Nashville) writes about all things entrepreneurial.



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IN THE MEDIA ROOM

Visit <http://www.questsys.com/media.html> for:

PODCASTS

QUEST ON THE RADIO: Download the podcast on Quest's Threat Review Process.

PCI Compliance podcast: Co-Hosts Scott Draughon (My Technology Lawyer) and Oliver Rist (InfoWorld) interview Mike Dillon (Quest CTO) and Jon Bolden (Quest Director of Professional Services) about PCI (Payment Card Industry) compliance.

VIDEOS

Quest's Business Resumption Center, McClellan, CA: Ensure business viability during a disaster by securing the best BRC for your data and people.

Who We Are: Colleagues describe achieving business systems success with Quest's help.

Data Security Video: Hear direct from the FBI, security experts and your peers about the in-depth issues and how Quest can help protect your company.

HCIN video: Using VoIP and Video Technology, Quest helps Health Care Interpreter Network (HCIN) design a workable language interpretation solution.

Business Continuity Planning/Disaster Recovery: More than 25% of businesses damaged never recover from natural and/or man-made disasters. Ensure your future.

Video overview of our Infrastructure Services: Wireless, Broadband, Fiber-optics, Fiber Splicing, Infrastructure Cabling and more.

NEWSLETTERS:

Get current and back issues of our popular newsletter.

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