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**— Bruce D. Nelson, President  
Vertical Solutions**



## Continuum Business Continuity Boosts the Bottom Line on Three Fronts

Generate revenue. Grow new business. Improve productivity. As far as business owners are concerned, such outcomes comprise a golden trifecta. And according to Bruce Nelson, president of Vertical Solutions, Continuum helps produce these outcomes as his company's IT managed services partner.

Bruce explains that business continuity services provided by Continuum's Vault and the Network Operation Center (NOC) are essential to Vertical Solutions' business model — directly generating approximately six percent of revenue. Likely more important to Bruce's Pennsylvania-based company, however, is the additional business generated from customers who are first attracted to Continuum's managed services offerings. Bruce estimates that the allure of the NOC's remote management and monitoring (RMM) service, or the appeal of virtualization capabilities in Vault backup and disaster recovery (BDR) solution, lead to 30 - 35 percent of Vertical Solutions total revenue.

There's also a positive impact on the bottom line when payroll expenses are kept in check. "Working with Continuum allows us to keep a lean team," Bruce says. "Without the benefit of the NOC monitoring client systems and remotely taking care of issues overnight, we'd easily need 25 percent more personnel."

As an integrated solution, Continuum's Vault and NOC support bring tremendous value — enabling Vertical Solutions to broaden skillsets as well as improve customer satisfaction. "Continuum's solutions and NOC services create a total package for us, and that makes a big difference," Bruce comments.

"It's one thing to just deliver a device," he adds. "It's another thing to deliver services that translate into real benefits for us as well as our customers." These benefits include greater visibility from an end-to-end solution, intelligent monitoring 24/7, and instant virtualization supported by frequent backups that keep client businesses operational with little appreciable downtime.

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**Vertical Solutions**  
an R.L. Nelson & Associates Company

### Company

Vertical Solutions  
Export, Pennsylvania

### Web Site

[www.verticalsol.com](http://www.verticalsol.com)

### Business Challenge

Offer customers the best business continuity services as possible.

### Solution

Continuum Vault - integrated RMM and Business Continuity solution supported by 24/7 NOC.

### Results

Continuum's business continuity solution probably leads to 30 - 35 percent of the company's total revenue. Additionally, Continuum's remote management and monitoring solution is estimated to reduce technical staffing needs by 25 percent.

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# IT Services Company Leads with Business Continuity

Business continuity services have been on the radar of business owners more than ever in recent years. “Vault really helps us get in the door and have real conversations about issues that our clients are facing,” Bruce says.

He points to an episode where one particular healthcare provider listened to what Vertical Solutions had to offer in the way of a business continuity service but declined buying. “They said they ‘had a guy’ that took care of it,” Bruce recalls. Yet while “the guy” had a plan for recovering data, the non-integrated system was not adequately backing up files, so when the inevitable server crash occurred, all the data was lost. Recovering those records ended up costing the organization \$50,000.

“We had the shortest sales cycle ever after that crash,” Bruce says. And when another server failure took place — this time with the Continuum system in place — fast restore to a virtualized environment resulted in “zero downtime” for the happy new client.

Understanding client needs is essential at Vertical Solutions. “We ask prospects what systems are critical to their business and determine what needs to be in place in case something happens,” Bruce says.

Bruce mentioned another organization that was managing a payroll for more than 500 employees with records including about 2,500 W2 forms. Once again, there was an “IT guy” in charge — this one determining that disk-to-disk backup on the very same device could provide adequate protection. Bruce said the company owner wasn’t aware that his business continuity plan boiled down to hoping a third-party service might be able to recover data from a charred hard-drive if the building happened to burn down.

“That’s when we told them about the comprehensive business continuity tools we offer with Continuum,” Bruce says. Fortunately in this case, no hard lessons were needed before Vertical Solutions made the sale.

Continuum’s partnership with Vertical Solutions originated with Zenith Infotech being the managed services solutions vendor. When Zenith divested its managed services line to Continuum in 2011, Vertical Solutions stayed with the new company — to glowing reviews from Bruce. “We had a good partnership with Zenith Infotech, but that partnership has become great with the folks at Continuum!”

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***“When a server failure struck a client who had recently embraced Continuum’s business continuity service, the fast restore to a virtualized environment resulted in “zero downtime” for the satisfied customer.”***

*— Bruce D. Nelson, President  
Vertical Solutions*

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