



Confidence in a connected world.



PARTNER SUCCESS

Quality Technology Solutions

Experience Makes A Partner Successful—and Profitable

Neil Rosenberg, the president and CEO of Quality Technology Solutions (QTS), brings an orderly, disciplined approach to his work. This isn't surprising once you learn about his background: in the early 1990s Rosenberg passed the New Jersey Bar Exam while implementing a major technology project for a large health insurance company. "I hit a decision point," he recalls. "I didn't necessarily want to be a practicing lawyer, but I wanted to apply what I'd learned. I was interested in technology, in project and personnel management, and in growing an organization." So, in 1992, he founded QTS.

Midmarket businesses in the New York metro region have benefited from Rosenberg's decision. QTS is the go-to IT company for hundreds of companies in legal, financial, professional services, manufacturing and distribution, not-for-profit, and other sectors. "Our job is helping customers build highly reliable, highly available, secure, fault-tolerant network infrastructures," Rosenberg says. "That's a message that spans industries."

Today, QTS has a staff of 22, more than half of whom are engineers. "Our engineers are very experienced," Rosenberg says. "They average 12 years of experience, and some have 20-plus years." And though the company is based in Parsippany, New Jersey, most QTS engineers spend their days in the field. "I get worried when I see too many of them hanging around the office," Rosenberg says with a grin. "That means they're not out doing work for customers."

Growing a partnership

QTS became a Symantec partner in 2001, when it shopped for an antivirus solution to offer its customers. The initial contact impressed Rosenberg. "Symantec came to the table with knowledge transfer, with good resources, but most important with really good products," he recalls. QTS was already offering Backup Exec when Symantec acquired Veritas, so that was a logical extension of the two companies' partnership. "Managing backups more effectively is a common pain point for

PARTNER PROFILE

Website: www.QTSnet.com

Geographical Area Served: New Jersey and New York Metro

Headquarters: Parsippany, New Jersey

Serves Company Size: Small Business, Mid-market and Enterprise

Status: Silver Partner

Symantec Solution Focus: Data Protection, Archiving, Disaster Recovery, Endpoint Security, Messaging Security, Discovery & Retention Management

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IT managers,” Rosenberg says. “They want backups to be reliable, to finish within the backup window, and to restore accurately and consistently.”

QTS knows from experience that backup problems typically arise from misconfigurations rather than faulty products and applies that knowledge to its customers’ challenges. “There’s a value to consulting expertise in planning a data protection strategy, especially for more complicated midmarket organizations,” Rosenberg says. “That’s where we’ve been able to deliver value to our customers around the Backup Exec platform.”

As QTS added Backup Exec System Recovery to its menu of services, it developed creative ways for smaller customers to improve system reliability. One such scenario relies on server virtualization and Backup Exec System Recovery in a “redeploy and rearrange” scheme, resulting in virtual high-availability servers at little additional hardware cost. “In an outage, key services can be recovered in a matter of a half-hour rather than a day or two, and that definitely resonates with our client base,” Rosenberg says.

QTS added Enterprise Vault to its line card in 2006. “That’s been a big focus area for us because we do a lot of Microsoft Exchange work,” Rosenberg explains, noting that his customers are often “drowning” in email. “Email archiving is a logical area both to help customers solve problems and also to grow opportunities for QTS from a services perspective,” he says. Enterprise Vault has helped QTS customers to both improve email performance and ease email data management, and Enterprise Vault’s Discovery Accelerator option has moved QTS customers from a reactive legal posture to a proactive one.

Toolbox for the future

With each Symantec product addition, QTS has selected technologies based on its clients’ business needs. “We have the ability to directly map customer pain points, technology and business challenges to specific solutions that we can implement with expertise and with repetition,” Rosenberg explains. “This makes a solution both profitable and supportable.”

QUALITY TECHNOLOGY SOLUTIONS COMPANY SUMMARY:

Specializations

Small and Medium Business

Key Industries

Architecture, Engineering & Construction

Financial

Insurance

Manufacturing

Real Estate

Legal, Accounting & Professional Services

Wholesale Trade, Distribution & Logistics

Retail

Not-for-Profit

Government & Education

Services Provided

IT Consulting

IT Implementation

Operations Management

Outsourcing

License Management

Technical Accreditations

STS Symantec Backup Exec System Recovery

STS Symantec Enterprise Vault

Authorizations

SMB Specialist

Authorized Product Partner - Windows Specialty

Enterprise Vault Authorized Partner

Academic Authorized Partner

Government Authorized Partner

Symantec Products Offered

Symantec AntiVirus™ Corporate Edition

Symantec Backup Exec™ for Windows® Servers

Symantec Backup Exec™ for Windows® Small Business Server

Symantec Brightmail™ Message Filter

Symantec™ Endpoint Protection

Symantec™ Endpoint Protection Small Business Edition

Symantec™ Enterprise Security Manager

Symantec Enterprise Vault™

Symantec™ IM Manager

Symantec™ Mail Security for Microsoft® Exchange

Symantec™ Multi-tier Protection

Symantec™ Network Access Control Starter Edition

Symantec™ Online Backup

Symantec Online Storage for Backup Exec™

Symantec™ Premium AntiSpam

Symantec™ Protection Suite Enterprise Edition

Symantec™ Protection Suite Small Business Edition

For more information on Quality Technology Solutions and other success stories, please go to www.symantec.com/customersuccess.

Rosenberg believes QTS’s ability to design, deploy, and support solutions in a consistent manner will also help customers upgrading to Microsoft Windows 7. “We see a huge pent-up demand for a new, better version of Windows,” Rosenberg says, estimating that 95 percent of QTS customers still run Windows XP. “We’ve got a lot of customers budgeting in 2010 either for desktop deployments or desktop virtualization based on Windows 7.”

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“Obviously, Windows 7 PCs need to be protected, and the data needs to be protected,” Rosenberg continues. “I’m confident Symantec will be part of our toolbox in delivering those solutions to our clients.”

Knowing its niche

That confidence is the foundation of the partnership between QTS and Symantec. “The main way that Symantec helps us is by providing good, solid products that meet our customers’ needs,” Rosenberg says. “That’s the first thing that I look at in deciding on my partner relationships, followed by the quality of support on those products.”

Support extends beyond basic technical assistance. “Symantec has very good pre-sales tools for us as partners,” Rosenberg says. “The sales certification training is excellent, and the sales guides, whitepapers, and internal-use and demo software have all been first-rate. Symantec really empowers us, as a partner, to be competent and comfortable with its solutions.”

QTS complements that competency with a clear eye on its goals. “It’s very important in this industry to be specialized and focused,” he says. “We know as a company that our core focus and niche is the midmarket. A partner really needs to understand what products it needs to serve its customers. You can’t be an expert at everything, and customers pay companies like QTS to be experts—to do the things they can’t do themselves.”

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