

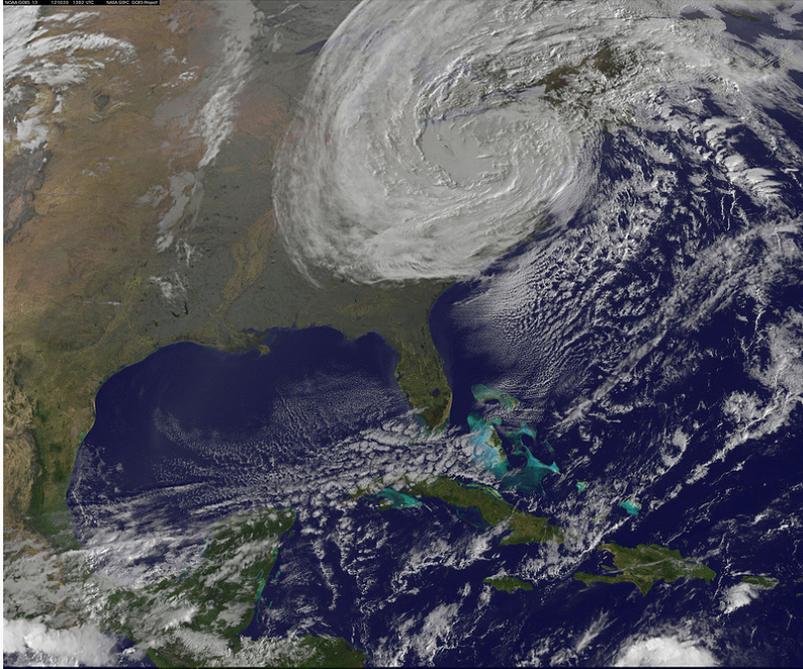


# STORAGECRAFT®

***Backup Fast, Recover Faster***

CASE STUDY: EMAZZANTI TECHNOLOGIES

## SURVIVING DISASTER IN THE DANGER ZONE



*Hurricane Sandy at 6:02 a.m. EDT Oct. 30, 2012 (NOAA/NASA GOES Project)*

The smell of diesel fuel triggers memories for Jennifer Mazzanti. She and husband Carl Mazzanti are Hurricane Sandy survivors. So is the business they run together, eMazzanti Technologies in Hoboken, New Jersey.

“After the hurricane, there were so many generators running, everyone smelled like diesel fuel. Even now, months later, I get PTSD symptoms when I smell diesel fumes,” Jennifer says.

In October 2012, the majority of their customers, as well as their own business headquarters, were located in areas hardest hit by Hurricane Sandy. Despite the ravages of the storm, Carl and Jennifer not only saved their business, but their customers’ businesses as well.

“Within 72 hours of Sandy, we recovered all of our customers,” Carl says.

“We not only kept 100%  
of our customer base,  
we’ve expanded another  
50% since Sandy.”

—Carl Mazzanti, CEO,  
eMazzanti Technologies

# CHANGING THE GAME

*Since opening their business a few days before 9/11, Carl and Jennifer have weathered several disasters—from terrorist attacks and economic recession to hurricanes, floods, and blizzards.*

“For 12 years, we’ve been a major IT player in the small and medium-sized business space in the greater NYC area,” says Carl. “We opened our doors just before September 11th, 2001, and found a way to focus on helping our customers succeed regardless of the challenges. The result was double-digit growth for each of the years we have been in business.”

In March 2013, they made their first non-organic growth acquisition with a purchase of a small networking company, along with its customers. Today, eMazzanti Technologies is bigger and stronger than ever. The company’s secret of survival? Using best-of-breed technology and following best practices for business continuity. For disaster resistance, they chose StorageCraft® technology. In fact, the Mazzantis have been using StorageCraft backup and recovery solutions for almost eight years.

“StorageCraft® ShadowProtect® was a game changer,” Jennifer explains. “Tapes were a nightmare—unreliable backups, usually managed by a client’s low-level employee, plus the high implementation and maintenance costs of tape backups.”

They are currently in the process of migrating their newly acquired customers from tape backup to ShadowProtect, an image-based backup solution.

“In two weeks we were able to convert half of the acquired new company’s customers to StorageCraft,” Carl says. “That includes one customer trying to manage 39 backup tapes a month. Soon 100 percent of our customers will be on ShadowProtect.”

Jennifer says StorageCraft has also helped them improve customer relationships.

“Choosing StorageCraft for business continuity was one of the smartest decisions we’ve made,” she adds. “ShadowProtect is definitely more cost-effective for our clients. Plus, it is more reliable. We know that it’s working, and we can easily test and prove to our customers it’s working. That is something we use to maintain trust and a good relationship with our clients.”

## IN ONE CORNER, EMAZZANTI TECHNOLOGIES, IN THE OTHER, DISASTER . . .

### **Hurricane Irene, Aug. 21–30, 2011**

---

- Winds up to 120 mph, with landfalls in North Carolina, Connecticut, New Jersey, and New York
- More than \$16 billion in damage
- At least 56 fatalities

### **Hurricane Sandy, Oct. 22–Oct. 31, 2012**

---

- Winds up to 115 mph, with landfalls in Jamaica, Cuba, Bahamas, New Jersey, and New York
- More than \$70 billion in damage
- At least 285 fatalities

### **Winter Storm Nemo, Feb. 8–10, 2013**

---

- Heavy snow from the Upper Midwest to Maine, with five states recording 30 inches or more of snowfall (Connecticut, New Hampshire, Massachusetts, Maine, and New York)
- Wind gusts over 80 mph recorded in Massachusetts, Connecticut, and New Hampshire
- More than 664,000 customers lost power in the Northeast

# DISASTER RESISTANT TECHNOLOGY SAVES THE DAY

*In recent years, the Mazzanti's technology decisions have withstood some of the most rigorous challenges Mother Nature can dish out: Hurricane Irene, Hurricane Sandy, and Winter Storm Nemo.*

"Irene was the practice run, the year before Hurricane Sandy," Jennifer says. "It forced us to prepare and think about the kind of readiness our clients expect."

But 14 months later, Carl and Jennifer did not expect the magnitude of damage Hurricane Sandy would dump on their own business, in addition to their clients in the storm-ravaged Northeast. The eMazzanti building was flooded out, along with most of Hoboken, New Jersey.

"Our biggest lesson from Sandy was that it is just as important to treat our own site as 'a client.' We tend to be client-focused in any emergency," Jennifer says. "At a bare minimum we need to be up and running or we can't help anyone else."

In the days before Sandy hit, every eMazzanti employee was moved to a customer support role, checking backups and making sure clients were as prepared as possible.

"In the end, power was our biggest challenge," Carl recalls. "We did not have power, and a lot of clients in lower Manhattan did not have power. We were under water, and at the time the storm happened we couldn't tell which customers were *not* under water, just that their systems were reporting down to our management systems."

So they set up temporary headquarters in an employee's home outside the danger zone and started calling customers with cell phones.

"We had to triage everyone first, figure out who needed help and how we could help. We had to strategically see where to bring up servers, locally or virtually. Then we had to move equipment to different locations to get customers up and running," he says. "For one customer we climbed up 19 flights of stairs to get their servers (no elevators when the power is out), walked two blocks, and up another 14 floors to get them to a data center."

Every client and many of eMazzanti's vendors were affected by Hurricane Sandy. In some cases, customers shared equipment and power with other customers who were waiting for new equipment to arrive.

"The recovery was a great StorageCraft performance. We ordered new parts, used StorageCraft to bring systems back up, and with StorageCraft virtualization, we had customers up and running before the new hardware arrived," Carl says. "StorageCraft saved the day."

A few months later, when Winter Storm Nemo blew in, the Mazzanti were ready. In advance of the storm, they emailed all of their customers to help them know what to expect (see page 5), double-checked backups, and placed engineers with recovery equipment outside the area.

"It helps to build a trust relationship with your clients," Jennifer says. "We heard from many that we were the only vendor who contacted them beforehand to give them moral support and help them prepare for Nemo. They even sent thank-you notes."

**"Within 72 hours of Sandy, we recovered all of our customers."**

*—Carl Mazzanti, CEO, eMazzanti Technologies*

## A LETTER FROM CARL

*From: Carl Mazzanti*

*Sent: Thursday, February 07, 2013 8:10 PM*

*To: Our Customers in the Northeast*

*Subject: eMazzanti Technologies Winter Storm Nemo Service Advisory*

Winter Storm Nemo could go down in the history books of crippling New England blizzards. eMazzanti advises that all of its customers in the Northeast region take precaution and review these winter storm tips.

The National Weather Service has issued a Blizzard Warning in effect from 6 am Friday to 1 pm EST Saturday. In anticipation of this storm eMazzanti has taken the proper precautions to ensure that we will continue to seamlessly provide the same superior quality of service.

Although we at eMazzanti are hopeful that this winter storm will not be the cause of any business emergency, we are fully prepared to support you in the event that there is a need. eMazzanti has taken the steps to verify the integrity of our customers' business continuity. This includes staffing engineers outside of the anticipated region of impact for this storm and verifying customer backups.

We recommend everyone heed the warnings by the National Weather Service and please stay safe through the impending storm. Should you have any questions or concerns, please email or call us. We are here to help.

*Regards,*

*Your {e}Care Management Team*

*eMazzanti Technologies*

*[www.emazzanti.net](http://www.emazzanti.net)*

## FORECAST: 100 PERCENT SUNNY

*Carl and Jennifer Mazzanti did not lose a single customer's data during Hurricane Sandy or Winter Storm Nemo. In fact, just five months after Hurricane Sandy, they bought another company.*

“Sandy literally flattened some of our competitors in this region,” Carl says. “We not only kept 100 percent of our customer base, we have expanded another 50 percent in the short time since Sandy.”

Though they do not like recounting the hours of cleanup, the stress, and the sleepless nights, the Mazzantis can be philosophical about their hurricane survival now.

“I feel like it brought us closer to our customers,” Jennifer says. “A vendor that didn't skip out on them, and we were in it with them. We had water in our own office, but we kept going.”

They were able to support their customers in large part because StorageCraft allowed them to virtualize servers for their clients and for their own business.

“If we'd been trying to use tape backup it would have been a nightmare,” Carl says. “We could work remotely in locations away from the storm damage, and our customers could, too. We actually had clients helping other clients because they had power and Internet access. We helped broker assistance between clients who had storage or equipment or power, and those who did not. We realized if you cannot bring power to the client, bring the client to the power.”

As disaster survivors, the Mazzantis have this advice to other IT consultants and service providers:

- Develop a business continuity strategy. Disaster resistance may have been optional in the past, but now it should be part of your business strategy. Storms of this magnitude are becoming more and more common.
- Make StorageCraft a core part of your overall business continuity strategy and test your fail-over systems on a regular basis.
- Gather supplies such as generators, solar-powered equipment, fire extinguishers, etc. Fuel is insanely important during a disaster.
- Find someone outside your geographical area and partner with them. Set up “technical overflows” so your partners can help take calls when your call center is overloaded.
- Choose only the best technology partners and business partners.

“When we choose our vendors, we're extremely selective. We focus on one vendor in each category—servers, infrastructure, cloud, email, etc.—so we can build deeper technical expertise and have input on the development of products with that vendor,” Carl explains. “StorageCraft is our strategic partner for business continuity.”

“We know we are offering our clients only the best because we have done our homework,” Jennifer says.

“ShadowProtect was a game changer . . . Choosing StorageCraft . . . was one of the smartest decisions we've made.”

—Jennifer Mazzanti, President,  
eMazzanti Technologies

## ABOUT EMAZZANTI TECHNOLOGIES

*Founded in 2001, eMazzanti Technologies is an IT consulting firm located in one of the most densely populated—and competitive—regions in the United States. It provides IT consulting services for businesses ranging from home offices to multinational corporations throughout the New York metropolitan area, the United States, and internationally.*

eMazzanti Technologies offers a suite of {e}Care services, including cloud computing, network monitoring, hosted email, managed print, and business continuity/disaster recovery. Customers can choose from two business continuity/disaster recovery options: file folder level or complete system backup with rapid recovery.

Over the last four years, eMazzanti has had zero turnover in employees. This allows the company to deliver a consistent level of service and satisfaction to its customer base.

“Employee retention absolutely generates customer retention,” says CEO Carl Mazzanti. “We empower our employees with the latest technology and with an unlimited budget to solve a customer’s problem.”

2012 | 2013 Microsoft  
Partner of the Year  
Award Winner & Finalist  
Small Business

**W**atchGuard™  
4 x WatchGuard™  
Partner of the Year

**Inc. 500** || **5000**  
2010 | 2011 | 2012 | 2013

In March, eMazzanti Technologies was named as a 2013 SMB Nation Top 150 winner. The award recognizes leadership in the IT industry for the SMB market worldwide. Currently, eMazzanti Technologies is the 2012 Microsoft Partner of the Year. The firm is also WatchGuard’s four-time Partner of the Year and has made the Inc. 5000 list for the last four years.

<http://www.emazzanti.net/>



# ABOUT STORAGECRAFT

*At StorageCraft®, the goal of complete disaster recovery drives everything we do. Our StorageCraft® Recover-Ability™ solution is an end-to-end, best-in-class backup and disaster recovery solution that is both fast and reliable.*

## STORAGECRAFT RECOVER-ABILITY

It starts with a good backup. Our award-winning *StorageCraft® ShadowProtect®* takes complete, pristine images of your machines, including all your operating systems, applications, services, and settings.

It then records changes at the sector level, so you always have an up-to-date copy of every machine in your IT environment, whether it's a critical server or an employee laptop, physical or virtual. We even work with specialized database servers, like SQL, SharePoint, or Exchange. You can get granular recovery in Exchange with *ShadowProtect Granular Recovery for Exchange*.

You have complete control over the frequency of your backups and you can set rules for consolidation and retention to manage your precious storage space using *StorageCraft® ImageManager*.

Plus, with *StorageCraft® ShadowControl® CMD™* you can monitor the machines in your backup environment from a single interface and get alerts when a machine is running

out of space, when a backup doesn't happen, or when any of a variety of conditions you specify is met.

We also give you tools to test your backups using *StorageCraft® VirtualBoot™* and *StorageCraft® Image-Ready™* technologies, which gives you confidence that your data is safe and that a disaster won't shut you down or hold you up.

Then we make it easy to replicate your backup images with *StorageCraft® Cloud Services* or to our cloud or to your own offsite location so you can always have your data close when you need it and at a good safe distance when a disaster comes.

When it does, you can launch your backups as virtual machines with VirtualBoot or mount them as drives for complete, granular access to your data.

Or you can pre-stage the recovery of a backup image in a virtual machine with our patented *StorageCraft®*



## CONTACT US

*StorageCraft Technology Corporation*

*11850 S. Election Road, Ste. 100  
Draper, Utah 84020 USA*

*Phone: 801.545.4700  
Fax: 801.545.4705*

*[www.storagecraft.com](http://www.storagecraft.com)*

*[contactus@storagecraft.com](mailto:contactus@storagecraft.com)*

*HeadStart Restore®* technology, so if your main server blows up, you can be up and running in minutes. You can even virtualize your data in our cloud so even Mother Nature can't keep you down.

Then, you can rebuild your infrastructure and recover to all kinds of machines, physical or virtual, using our *StorageCraft Hardware® Independent Restore™* technology or *ShadowProtect IT Edition*.

You can't be sure what kind of disaster will strike you next, but with the StorageCraft Recover-Ability solution, you can be sure it doesn't matter. You'll be just fine.