



Dimitri Miaoulis of  
Baroan Technologies

- Baroan Technologies
- Dimitri Miaoulis, Vice President
- Bergen County, NJ
- baroan.com
- Founded: 1997

*Baroan Technologies attributes a large part of its success to Zenith Infotech. Customers are happy with system performance and employee productivity.*

## SAVING 3,000 HOURS OF ONSITE WORK PER YEAR

**G**uy Baroan started building and selling computers out of his apartment in 1997 when small businesses were trying to compete with Dell and Gateway. He named his company Baroan Technologies. Dimitri Miaoulis joined the company in 1998, and after some market analysis, he flip-flopped the business model from 30% service/70% hardware to 70% service/30% hardware.

One of the biggest company milestones came when Baroan and Miaoulis realized their work was mostly reactive in terms of “putting out fires” due to viruses and spyware, so the company introduced a mandatory preventive maintenance plan to its customer base and also added a 24/7 help desk. The mandatory maintenance plan cut down the customer base consider-

ably, as many refused the service. However, since then, the help desk has been generating more than \$1,000,000 a year. Miaoulis elaborates, “Once we switched to the preventive maintenance schedule that improved our customer’s uptime, we were able to make better use of our time helping with critical issues that needed to be resolved quickly.”

Baroan Technologies also introduced a mandatory remote monitoring and maintenance component (as a managed services provider), which included an automation tool that literally knocked out the company’s manual customer base. But Miaoulis says the case against manual maintenance was a good one because the benefits of automated maintenance were hard to deny. “Productivity was just one benefit,” he notes, “because employees did not have to stop working during automated maintenance, like they

did during manual maintenance.” From there, Miaoulis says Baroan Technologies’ growth has been mostly organic through referrals.

Miaoulis says his number one line item is help desk work. He explains, “In 2009 our gross dollars on our help desk was \$1.2 million. The Zenith monitoring service that we provide, which we private label as BRM [Baroan Remote Monitoring], is our second-largest service. We also have a substantial amount of project work that ranges from IP (Internet Protocol) telephony, IP video surveillance, firewalls, database/reporting/automation enhancements, and anything related to the WAN or LAN. This includes what people are now calling ‘vendor management,’ which is something I think most computer support companies do anyway. The customer looks to us to be their one point of contact for anything technology-related.”

Miaoulis says he’s not going to tell his customers to do it themselves or get someone else. He adds, “We will take care of it so they can focus on their core business. That’s how they make money — not from messing around with technology.” He says

customers are starting to act on the "pent-up demand." He explains, "We have been meeting with our customers and quoting them, but nothing was happening. Now, they are feeling better about the overall economy and are acting on long-overdue infrastructure investments."

#### ZENITH'S PART

When Baroan Technologies chose Zenith's model, the company noticed that it was saving at least 3,000 hours of on-site work every year, not to mention the 1,000 hours of travel time. The company was able to transfer those 4,000 hours to the help desk, which ultimately increased the help desk's volume.

Miaoulis says one of the biggest reasons why he chose Zenith is because they could implement the technology on an as-needed basis. Miaoulis says other competitors were using business formulas that included a mandatory purchase of at least 2,000 agents ahead of time. He says, "They dress it up to look like you are not paying for it ahead of time, when in fact you really are. With this type of package, you would still have to go to every customer and describe the different packages you are offering and also take the time to convert them even if they are already your customer." Miaoulis adds that he did not have to worry about bandwidth or servers, because he would receive alerts automatically.

The idea of "pay as you go" also made sense to Baroan Technologies. Miaoulis explains, "We were, in a sense, already a version of a managed services provider because all of our clients were on preventive maintenance schedules. What Zenith allowed us to do, on the other hand, was to finally automate that

process and become more efficient. Our customers also agree; we don't have to interrupt an end user to give up their desktop for the preventive maintenance routine."

Miaoulis continues, "We were also able to provide a more efficient cost structure to perform ongoing maintenance by adding 24/7 monitoring to our service offering. All the time

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Dimitri Miaoulis, Baroan Technologies

that we spent driving to and from customers, we reallocated to our help desk. This helps our customers get a better level of help desk support." He says the overall response and customer satisfaction has improved dramatically.

Baroan Technologies has been selling Zenith Infotech services for almost three years. The company mostly sells Zenith's RMM (remote monitoring maintenance) solution, but also sells Zenith's BDR technology. The company has implemented a number of BDR solutions and, by the end of the second quarter of 2010, will double their stable of BDR offerings. Miaoulis says the Zenith model has helped his company tweak the way it does business and become more profitable, by being able to ramp up as needed.

#### AN OPEN OPPORTUNITY

Miaoulis says he doesn't sell Zenith's services and products to a particular market segment. He comments, "I don't think it is so much the market as it is the mindset of a particular customer or prospect. How do they view technology — as a necessary

evil or a competitive edge?" Miaoulis exemplifies this by citing one of his customers, a property management group. "They manage 30+ properties scattered all over the state," he says. "Their full-time employee was spending more time on the road than helping people. Now we are doing all the managed services and help desk for all the locations, and they don't have to wait for someone to drive to the location. The management group is saving money, and their properties are getting a higher level of service."

As far as future opportunity is concerned, Miaoulis is forecasting an increase in business consulting tied into IT consulting. He says the two are intertwined and need to be approached with a holistic view. "We have a detailed program," he notes, "that ties into our quarterly business review, technology roadmap, and productivity audit. I think we'll see cloud computing displacing traditional networks. But cloud will make sense for some businesses, not for all." He says eventually business is going to move to the cloud, but it will be a while before that comes to the forefront.

With the help of Zenith InfoTech solutions, Baroan Technologies has come from a one-bedroom apartment office to 150+ customers and projected earnings of \$3 million in 2010.

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