



Confidence in a connected world.



PARTNER SUCCESS

Baroan Technologies

Selecting a Successful Strategy with Symantec

Baroan Technologies of Elmwood Park, NJ, is selective about its clientele. Using a structured approach, Baroan helps small and medium-sized businesses align technology with their business goals. Baroan clients back up their environments with Symantec Backup Exec™ 2010, protect their systems with Symantec™ Endpoint Protection, and prepare for unforeseen problems with Symantec Backup Exec™ System Recovery 2010.

In business—as in life—it’s good to be selective. And Guy Baroan, the president of Elmwood Park, NJ–based Baroan Technologies, a Symantec Registered Partner, is selective about his customers.

“We want to work with clients who understand that technology is really going to help their business,” Baroan explains. “There are some people who look at technology as a necessary evil, and those are not really the clients we want to deal with.”

Being selective about customers has served Baroan Technologies well. The company has grown from a humble start in Baroan’s apartment in 1997 to a 20-person office today. Baroan Technologies focuses on small and medium-sized businesses—ideally with between 40 and 50 computers in one office—and provides flat-fee outsourced information technology (IT) guidance, implementation, and support. Symantec Backup Exec, Symantec Endpoint Protection, and Symantec Backup Exec System Recovery have been important elements of Baroan Technologies’ offerings since 2006.

Steps To Success

While every Baroan Technologies client is unique, Guy Baroan says his company generally follows four steps when engaging a new one. First, they get to know the business, its goals, and its direction. “We look at their business from a holistic view, so we can see how technology can tie in with that,” Baroan explains. They then take the second step: cataloging what technology the client has in place. This information is entered into a custom database called the Baroan Asset Audit Profile; it helps the Baroan Technologies team identify technology gaps and provide support. Baroan Technologies also provides the Asset Audit Profile to its clients in physical and electronic form, to prove that it’s not holding its clients’ information hostage.

PARTNER PROFILE

Website: www.baroan.com

Headquarters: Elmwood Park, New Jersey

Geographic Area Served: New York and New Jersey

Company Size Served: Small Business and Mid-market

Status: Registered

Symantec Solution Focus: Endpoint Protection, Data Protection, and Disaster Recovery

“Deduplication in Backup Exec 2010 reduces backup costs from a hardware perspective, from a support perspective, and from a management perspective.”

Guy Baroan

President
Baroan Technologies

Third, Baroan Technologies develops a phased approach to helping clients align existing and needed technology—often from Symantec—with their business needs. “A lot of clients can’t do everything in one shot, so we lay out a plan and chip away at it little by little,” Baroan explains. “With every client, the most important aspect we look at is reliability, and how we can help them in the event of a disaster.” Baroan Technologies also looks at how well its clients’ systems are protected against viruses, spyware, and other malware.

Fourth, as systems are brought into alignment with the clients’ business goals, Baroan Technologies provides ongoing maintenance and support. In this step, Baroan Technologies leverages the Symantec products it has installed—and its membership in the Symantec Partner Program—to serve its clients.

Sound Recommendations

Because Baroan Technologies considers disaster preparedness to be the highest-priority service it provides, it resells Symantec Backup Exec 2010 to many clients. Of late, the deduplication feature in Backup Exec 2010 has proved especially useful. “I can’t tell you how happy I am that it’s available,” says Baroan. Even the smallest clients, he finds, are backing up increasing volumes of data and are therefore having difficulty completing backups during designated backup windows. Deduplication speeds up backup and saves backup storage space.

Symantec technology also saves clients money, Baroan says, noting that competing deduplication products cost at least \$25,000. “Deduplication in Symantec Backup Exec 2010 reduces backup costs from a hardware perspective, from a support perspective, and from a management perspective,” he says. “I’m really happy Symantec came out with it.”

Of course, backed-up data is of little good if it’s on computers compromised by malware, so Baroan Technologies uses Symantec Endpoint Protection to guard its clients’ systems. The protection is sound, Baroan says, and the centralized management makes it efficient to

BAROAN TECHNOLOGIES SUCCESS SUMMARY

Specializations

Small and Medium Business

Key Industries

Construction

Financial

Insurance

Real Estate

Manufacturing

Wholesale Trade

Other

Services Provided

Management Consulting

Business Process Management

IT Consulting

IT Implementation

Operations Management

License Management

Technical Accreditations

STS Symantec Backup Exec 12 for Windows Servers (3 held)

STS Symantec Backup Exec System Recovery 8.5 (1 held)

STS Symantec Endpoint Protection 11 (2 held)

STS Symantec Enterprise Vault 2007 (1 held)

Symantec Products

Symantec Backup Exec™ 2010

Symantec Backup Exec™ System Recovery 2010

Symantec™ Endpoint Protection

Symantec™ Protection Suite Enterprise Edition

Symantec™ Protection Suite Small Business Edition

For more information on Baroan Technologies and their customer success with Design and Source Productions, please go to www.symantec.com/customersuccess.

maintain. “The amount of time we save by not having to walk around to each of the workstations alone is tremendous,” he says.

He also likes the way Symantec is extending the scope of the Symantec Endpoint Protection management console. “As Symantec adds more options and more services, it’s a natural growth,” he says. “Our clients can standardize on one solution, and grow as different options become available to them. I think it’s a great way to go, and it’s why we recommend Symantec Endpoint Protection to all of our clients.”

“Our clients can standardize on one solution, and grow as different options become available to them. I think it’s a great way to go, and it’s why we recommend Symantec Endpoint Protection to all of our clients.”

Guy Baroan

President

Baroan Technologies

Backup Exec System Recovery 2010, the third Symantec product that Baroan Technologies resells, has become particularly valuable as the company's clients have adopted virtualization. "A lot of people don't realize that when you virtualize a server, you have a great disaster recovery option that you didn't have before," Baroan explains. "We recommend that our clients use Backup Exec System Recovery 2010, which takes snapshots of their servers. Should they have a disaster, we would be able to recover them in two hours or less to a brand new server—it doesn't matter what the hardware was before. We also use it when we're migrating servers."

Solid Support

Participation in the Symantec Partner Program benefits Baroan Technologies in two ways: it helps the company run its business, and it helps it serve its clients. "The partner program helps us find all the different options, promotions, deals, products, and events that are available to us," Baroan explains. "We also get a sneak peek at what's coming out, so we can see what will be a good fit for our clients."

"It also gives us a good feeling, that somebody is watching our back—that we have support," he continues. "When we recommend a product to clients, who will look to us to support it, we know that we have somebody that we can go to that's beyond the normal support that's offered."

The quality of backing from Symantec has made Baroan Technologies a fan. "We network and meet with other VARs in the area—even our competitors—to share best practices," Baroan explains. "The Symantec product line is one that we very much recommend to the other VARs out there. I would recommend it in a heartbeat."

That's high praise from a company that is selective about its customers. Clearly, Baroan Technologies is selective about the partners it works with, too.