

# Transform the datacenter

## Partner Solution Case Study



**Partner:** eMazzanti Technologies  
**Website:** [www.emazzanti.net](http://www.emazzanti.net)  
**Partner size:** 50–250 employees  
**Country or region:** United States  
**Industry:** Professional services—IT services

### Partner profile

A member of the Microsoft Partner Network with nine Gold and Silver competencies, eMazzanti Technologies provides outsourced IT support to businesses in the New York City area, Northeast US and internationally.

### Software and services

- Microsoft Azure
  - Microsoft Azure Site Recovery
- Microsoft Server Product Portfolio
  - Windows Server 2012 R2
- Microsoft Office 365
- Technologies
  - Hyper-V Replica

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## IT consultancy provides affordable cloud-based disaster protection to SMB customers

“With Azure Site Recovery, we give customers the opportunity to extend their investments in Hyper-V and Azure and gain disaster protection for their workloads in another location.”

Carl Mazzanti, Owner, eMazzanti Technologies

After years of investing in expensive disaster recovery solutions to defend against weather extremes, many small businesses in the New York City area are seeking more affordable options. IT consultancy eMazzanti Technologies is using Microsoft Azure Site Recovery (ASR) to give them just that. By using ASR, eMazzanti offers small and midsize businesses cost-effective disaster protection in the cloud while also expanding its business and reducing disaster recovery setup time.

During the winters of 2014 and 2015, the northeastern United States was repeatedly pummeled by snowstorms. In 2012, it was battered by Superstorm Sandy, the second-costliest hurricane in US history.

“Many small businesses didn’t recover from Sandy,” says Carl Mazzanti, Owner of eMazzanti Technologies, a New York City-area IT consultancy. “In today’s hypercompetitive business environment where customers expect instant response, if your company is disabled for a week or longer, your customers will go elsewhere.”

That’s why the demand for business continuity and disaster recovery (BC/DR) solutions has surged for eMazzanti over the last couple of years. Businesses of all

sizes, but especially small and midsize businesses (SMBs), realize that they could be one storm away from closing their doors forever.

### Disaster recovery as a service

However, the cost of disaster recovery solutions is high for a small business. eMazzanti wanted to find a better way. A longtime member of the Microsoft Partner Network, eMazzanti Technologies was named the Microsoft 2012 Partner of the Year and Microsoft 2013 East Region Partner of the Year. For several years, the company has used Hyper-V Replica technology, which is built into the Windows Server 2012 and later operating systems, to protect customer workloads.

Using Hyper-V Replica, eMazzanti replicates customer workloads to its own datacenter. However, this required eMazzanti to write scripts to manage the failover process, which was complex and error-prone. To defend against regional weather extremes, customers also had to set up a replication location outside the New York City area, which was another expense.

In 2014, Microsoft introduced Microsoft Azure Site Recovery (ASR), a cloud-based disaster recovery orchestration service that coordinates the replication and recovery of virtual machines across sites and allows customers to use Microsoft Azure as the recovery location. Azure is a platform for creating and hosting applications in Microsoft datacenters. The ability to have ASR automate replication and recovery was a big benefit to eMazzanti, and the ability to use Azure as a DR site was a major advantage for its customers, who no longer had to secure an out-of-state DR location.

By using ASR to create a DR as a service (DRaaS) offering, eMazzanti gave customers an easy, cost-effective way to better protect their virtual machines and get more from their investments in Microsoft technology. "With Azure Site Recovery, we give customers the opportunity to extend their investments in Hyper-V and Azure and gain disaster protection for their workloads in another location," says Mazzanti.

The company uses ASR to replicate customer workloads from the primary to the secondary location as frequently as every 30 seconds and to continuously monitor those workloads from a central management console. In the event of a site outage at the primary datacenter, ASR orchestrates an orderly recovery of services at the secondary site. Customers can run their applications from the secondary site for as long as necessary, then return applications to their primary site when it is operational. eMazzanti uses both Azure and its own datacenter as a recovery site.

### **Affordable DR solution for SMBs**

With Azure Site Recovery, eMazzanti can provide even the smallest business with an affordable, comprehensive DR solution. Businesses subscribe to eMazzanti DRaaS service on a per-server, per-month basis. "For our existing Hyper-V customers, we can quickly replicate their core business applications to another location so that their business is always protected," Mazzanti says. "That's a compelling value proposition to customers who already use Hyper-V, and a compelling argument for Hyper-V for those who don't."

Many eMazzanti customers also use Microsoft Office 365 to gain cost-effective productivity applications such as email, document sharing, and video calling, along with cloud-based continuity for those applications. With ASR, they get the same cloud-based continuity for server-based core business applications. "We see Azure Site Recovery as the next logical step for our Office 365 customer base," Mazzanti says. "It's a big differentiator for us in the Office 365 market, which has become very competitive. We can provide a great single-vendor business continuity solution."

To license ASR and other Azure services, eMazzanti uses the Microsoft Open License, which makes it easy for the company to resell Azure services to customers. "By offering Azure Site Recovery through the Microsoft Open License, we greatly simplify billing for customers that are using multiple Microsoft cloud services," Mazzanti says.

### **Increased revenues, decreased labor**

Mazzanti says that ASR will contribute significantly to his company's business and revenue growth. "We grow by 20 percent every year, and business continuity/disaster recovery solutions built around Azure Site Recovery will be a big part of that growth going forward," he says. "Our Azure business is up by a factor of seven in the past year. Azure is our

hottest hosting platform now, outpacing all others."

A nice complement to the opportunity to increase revenues is the opportunity to reduce labor work and costs. "We can set up Hyper-V customers on Azure Site Recovery in a matter of days, giving customers near-immediate DR protection," Mazzanti says. "That setup speed will be important as this area of the business grows for us."

Mazzanti says that his company can also provide extremely fast restore times using ASR. "We found that Azure Site Recovery wins against the competition in providing the fastest restoration of an offline facility," Mazzanti says. "We also appreciate the ability to write scripts to recover servers in a certain order, which contributes to fast recovery and is something we didn't see with competing solutions."

Going forward, eMazzanti is excited about the pace of Microsoft innovation in the cloud space. "Microsoft is constantly coming out with new cloud services, so we're never at a loss for something new to talk about with customers," Mazzanti says. "Customer confidence in Microsoft software is very high."