

Quest[®] STRATEGIC ADVISOR

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Quest | QUEST'S 30TH ANNIVERSARY

How Can We Help? What a Trusted Advisor Really Does

Founded 30 years ago as a technology provider determined to focus on unequalled customer service, Quest has never wavered from a set of core values that enable it to deliver consistently high-quality, full-service technology consulting and management.

Over the years, Quest President and CEO Tim Burke has found a way to distill his company's values into a simple, game-changing question that he and all of his employees pose to every customer: How can we help?

"With Quest, I'm in an interactive discussion," he says. "I get input about alternatives and a fair assessment of the strengths and weaknesses of available solutions. Quest doesn't try to push a single solution or product line at you regardless of its appropriateness for your business or budget."

"We're responsive to customers on their terms rather than ours"

"Certainly, getting back to people in a timely way matters," says Tim. "Ultimately, though, what matters more is our customer's perspective. We constantly drill into our folks

HOW CAN WE HELP? (Cont. on p. 2)

What it takes to be a trusted advisor

How Quest helps revolves around four tenets that define what it really means to be a trusted advisor:

- > Listen to customers to understand their strategy, goals, expectations, and constraints,
- > Respond to each customer's needs with support and guidance — and on their terms,
- > Always provide superior technical and management skills,
- > Regard every customer engagement as part of a long-term relationship — and never forget: Each customer is unique, so each engagement must be specifically designed for them.

THE BOTTOM LINE

In these times of relentless change and one-size-fits-all products and services, Quest keeps delivering trustworthy technology consulting and management that's state-of-the-art — and always customer-specific.

"We're listening to customers all the time"

"You don't just grasp a customer's strategy up front and then put the customer in a box," says Tim. "You need continual awareness of what's affecting the customer's world. It's up to us at Quest to realize that a customer has changed and then respond accordingly."

Joe Miller, Senior IT Director at XOMA, a leader in the discovery and development of therapeutic antibodies, has enjoyed the benefits of this attitude.

IN THIS ISSUE

How can we help? Still asking after all these years ...

2 From Tim Burke: Getting the best technology solutions

3 Profile: It's about the relationship

3 Did You Know? Quest's No-Charge Application Security Scan

4 What's New... Toward thriving in the Cloud

HOW CAN WE HELP? (Cont. from p. 1)

the need to be engaged, to respond to the customer's timeframes. We don't impose our ideas of what responsive is for the customer — we let them tell us."

Susan Mansfield, CIO at Teichert, a construction services firm, offers evidence: "Our Quest account manager ... is always there for us, ready to reach into Quest's technical resources to get us an answer or provide advice."

"Quest's technical talent is fantastic. We've never had a technical issue they couldn't handle. It's quite nice having people with their level of expertise working your IT issues."

"We're here to share information with our customers and provide them guidance"

"We value knowledge-transfer very highly," Tim notes. "And it's a two-way street. We encourage customers to talk with us about issues they're facing, and we constantly survey our customers to keep abreast of what's important to them. We also never stop working on our ecosystem of technical skills. I'm very proud of the competence of our people, the depth and breadth of technology skills we offer. We're always adding new resources."

Frank Lucido, Director of Information Technology at global negotiation training firm BayGroup International, seconds that. "Quest's technical talent is fantastic," he says. "We've never had a technical issue they couldn't handle. It's quite nice having people with their level of expertise working your IT issues."

FROM TIM BURKE...

Getting the Best Technology Solutions

For 30 years, we at Quest have been listening to our customers, understanding their unique needs, and working with them to deliver the technology capabilities their businesses rely on.

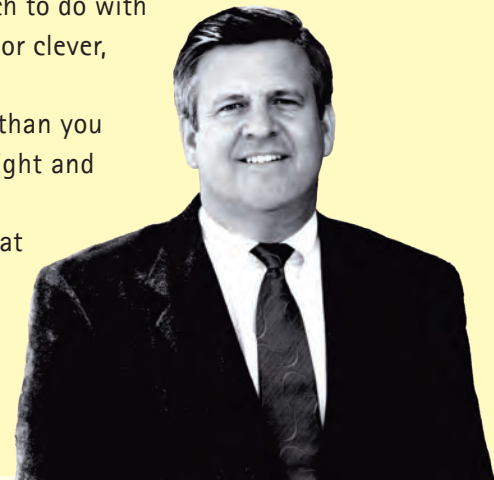
Chief among the many things we've learned is this: The best technology solutions combine the cost advantages of mass-produced commodity products and services with customized design, configuration, and integration — and this combo should be provided by skilled, experienced technology specialists who have taken the time to study and understand the particular capability needs of a customer's business.

Why is this so? Mostly it's because today's information technology is very complex — and because there's so much of it. Without sufficient technical acumen, you're bound to make technology acquisition decisions for reasons that have too little to do with your real business and technical requirements and too much to do with vendor hype or a salesman's personality or clever, sleight-of-hand advertising.

And the result is that you pay more than you should for technology that doesn't fit right and dulls your competitive edge.

If you want world-class technology that fits your business right, talk to a trusted advisor who has a stake in your success rather than in some vendor's offering.

CHECK OUT MORE OF TIM'S THINKING AT www.questsys.com/ceoCorner



"We're in it for the long haul"

"We always seek a long-term relationship with our customers," Tim declares. "We're not here to just sell a box or a product. We're here to help customers achieve their specific, unique goals — and to do that we expect to customize what we offer so our customers get the IT capabilities they really need."

Moreover, Quest simply does not believe in adversarial relationships. "I want customers to feel good about doing business with Quest," says Tim. "And

I want Quest employees to feel good about working hard for our customers."

BayGroup's Frank Lucido can testify to that. "I've worked with these folks for more than seven years," he says. "I can't tell you the number of times Quest has told me that an approach I saw as viable was probably not the best for my situation — even though that approach might have made them more money. I turn to them for anything I need, and I trust what they tell me."

How Quest Helps: It's About the Relationship, Friend

If you've reached the point where a series of one-off, lowest-cost technology purchases has left you feeling frustrated, you might be ready to switch your focus.

Do all the math, and you may find that minimally supported technology-in-a-box transactions actually cost more than a reliable, trustworthy relationship with a vendor-neutral technology provider like Quest whose mandate is to help you maximize the success of your business.

Quest at a Glance

- Founded in 1982; privately owned; \$90M+ annual revenues and debt free; 100+ employees
- Top Value-Added Reseller (CRN 2012 Tech Elite 250, CRN 2012 Cloud Elite, MSPmentor top 100, VARBusiness 500)
- Builds and supports private, public, and hybrid Cloud solutions on site or via 23 secure, SSAE 16 Type II-certified Service Delivery Centers worldwide
 - > Infrastructure-as-a-Service
 - > Desktop-as-a-Service
 - > Data Protection/Security-as-a-Service
 - > Disaster Recovery/Business Continuity-as-a-Service
 - > Messaging & Collaboration-as-a-Service
 - > Application Development/Test-as-a-Service
- QuestFlex®: The ability to shape your own Cloud — and your own service-level agreement
- Managed Services provider since 1999
 - > Security
 - > Wireless/mobile device management
 - > Data backup/storage
 - > Disaster recovery/business continuity
 - > Networking
 - > Telecommunications & transport
 - > Email
 - > VoIP
- Professional services; physical infrastructure/security services; technical staffing
- Always vendor-neutral; access to products/services from all the major IT vendors

A dangerous chasm

Not every company needs the kind of skill, experience, and long-term commitment that Quest provides its customers.

Very small organizations

don't always encounter the daunting complexities of current technologies, and very large organizations hire the substantial and ever-changing in-house technical expertise needed to sustain both efficiency and competitiveness.

However, if your business is part of the vast majority that's somewhere between these extremes, you stand before a dangerous chasm: Although you know your business requirements very well, you struggle at your peril to fully grasp the best ways to benefit from today's technology tools.

And, truth is, IT vendors will advise you to leap — right into their product/service line, whether or not it's best for your business.

If you don't succeed, neither do we

Unlike IT vendors, Quest does not need to sell you one of a gazillion units of the latest, greatest IT wonder, regardless of whether that wonder will help you thrive.

Quest knows that information technology will remain forever critical to your success. So what matters to Quest is exactly that: Your success. And we will do whatever you need to deliver and support success-enabling technology. Because if you don't succeed, neither do we.

DID-YOU-KNOW?

Now Available from Quest: No-Charge Application Security Scan

The Internet connection your business depends on may also harbor security vulnerabilities you're not aware of. That's why Quest is offering a new No-Charge Application Scan (available via www.questsys.com/appscan).

Quest will scan one application to help identify any security gaps and vulnerabilities. The scan agent performs a wide variety of tests from a hacker's point of view, including malformed packets, protocol and known framework issues, injection testing, etc. The scan does additional discovery as it goes (extraneous content, known vulnerabilities, etc.), finding bugs efficiently and effectively.

Once completed, Quest experts will review the scan results with you and go over any vulnerabilities that are found.

Quest's No-Charge Application Scan is one of 13 no-cost reviews and assessments available from Quest to help you determine the state of your IT infrastructure and capabilities. The others are:

- Cloud Feasibility Assessment
- Desktop Virtualization Assessment
- Disaster Recovery for the Day
- Replication Services Review
- Network Health Assessment
- Telecom Assessment
- Database Performance Service
- Security for the Half-Day
- Professional Firewall Review
- Physical Threat Vulnerability Review
- Video Surveillance Assessment
- Physical Security Assessment

Coming in the next issue of *Quest Strategic Advisor*:

QUEST'S GLOBAL REACH

What's New...

SMBs: Toward thriving in the Cloud

A recent Microsoft-commissioned survey, *SMB Business in the Cloud 2012*, queried 3,000 businesses (employee size ranging from 2 to 250) in 13 countries and found ...

- > 55% believe technology will determine if they thrive, and 63% of those who are growing see technology as critical to their future.
- > 56% prefer a single source for their IT, and many want a mix of applications and infrastructure sources.
- > 32% worry their competitors may be making better use of technology than they are.
- > 60% don't have resources to implement new technologies and applications.
- > 71% require technology that enables their staff to work anywhere at any time.
- > 30% currently use cloud services; they express a need for personalized support for setting up new services and feel it's critical that they can trust their service provider and the provider's offerings.
- > 48% expect to use cloud services in the next 2-3 years; in three years, 91% of those with 101-250 employees expect to be using cloud services.
- > 70% want to know where their data is located; 30% want their data kept in their country.

Source: <http://www.microsoft.com/en-us/news/presskits/telecom/docs/SMBCloud.pdf>

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VISIT QUEST CEO TIM BURKE'S BLOG

[\(www.questsys.com/CEOCorner/\)](http://www.questsys.com/CEOCorner/)

THE QUEST YOUTUBE CHANNEL

www.youtube.com/QuestTechUSA

Master Your Disaster, parts 1-4
DR for the Day ... and much more

QUEST WEBSITE VIDEOS

www.questsys.com/media.aspx

Who We Are: Colleagues describe how Quest helped them.

Service Delivery Centers: They're why you can count on Quest.

Business Resumption Center Online Tour: Secure, seismically-stable 24x7x365 availability – Quest's BRC is the ultimate in disaster preparedness.

Business Continuity Planning/Disaster Recovery: More than 25% of businesses damaged from natural and/or man-made disasters never recover. Ensure your future.

DR for the Day®: Find out if you're ready – at NO CHARGE.

Data Security: The FBI, security experts, and your peers on today's security issues and how Quest can help protect you.

HCIN: See IT services customization at its best.

Overview of our Infrastructure Services

QUEST EXECUTIVE BRIEFS

10 Strategic Essentials for Boosting Business' IT Security:

Explaining the varied nature of today's security threats and the key strategic steps every organization, large and small alike, should take to contain these ever-evolving threats (<http://www.questsys.com/BoostITSecurity/>).

Protecting Your Critical Business Data: The Data Loss Prevention Payoff: How data loss prevention (DLP) technology can protect corporate data from misuse, malicious or otherwise (<http://www.questsys.com/PowerofDLP/>).

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