



**For Immediate Release**

Media Contact: Stuart Ginsberg  
(917) 374-3788 or [sginsberg@btp.net](mailto:sginsberg@btp.net)

## **Business Technology Partners Announces Nationwide Availability of Two New Managed Services Products**

**March 31, 2009 -- New York, NY and Detroit, MI --** Business Technology Partners, Inc. (BTP), a premier IT consulting and managed services firm, today announced the nationwide roll out of two new managed services products – KeepSafe and GuardianAngel. Both products provide BTP access to clients’ critical data, resulting in a worry-free environment for businesses.

System failures can threaten the health of any business. A solid back up and disaster recovery plan restores access to vital records and data in minutes. BTP’s KeepSafe solution replaces management-intensive, error-prone tape back-up with an on-site, disk-based, replication device that can be rapidly deployed. Guardian Angel provides a comprehensive hosted environment with tools for desktop management, server & network monitoring, an advanced scripting engine, a reporting engine and a ticketing system.

### **KeepSafe**

BTP’s Business Continuity and Disaster Recovery solution will help companies meet regulatory requirements, backup critical data, and reduce overhead, while ensuring customer satisfaction. KeepSafe, a comprehensive disk-based solution for business continuity needs in the SMB marketplace, delivers all the power and flexibility that companies need for long term data storage and replication through one easy-to-use appliance. With KeepSafe, BTP replaces traditional tape backup solutions with a comprehensive business continuity package, at unmatched price points. This solution enables businesses to recover from system or data loss in minutes, not hours or days. BTP’s KeepSafe models are Network Attached Storage (NAS) devices installed with business continuity software (BCS) that runs on the Windows Storage Server 2003 platform.

## **GuardianAngel**

Having a live help desk that provides end-users with immediate support is a key component needed to deliver a managed service. While a large number of IT service companies perform this function in-house, there are those who do not consider this as a core competency or do not have the right operational skills to run a live help desk service on a fixed fee basis. This service is delivered using a combination of phone and remote access, for a flat fee per desktop/server per month.

BTP uses a proprietary platform that provides a comprehensive hosted environment with tools for desktop management, server & network monitoring, an advanced scripting engine, a reporting engine and a ticketing system. BTP also provides a fully trained Network Operations Center that offers proactive IT infrastructure management services in the marketplace.

“BTP is committed to providing its customers with high-level capabilities of disaster preparedness and network monitoring. We are pleased to be able to offer a simple to use, highly efficient and cost-effective solution that can scale for any business,” said Joshua Aaron, President of Business Technology Partners.

BTP’s expertise is in many facets of IT including technology infrastructure and applications, network management, IT Support, telecommunications, audiovisual and security systems. For more information about KeepSafe or GuardianAngel, please contact sales@btp.net.

## **Business Technology Partners**

Business Technology Partners, Inc. (BTP), located in New York, NY and Detroit, MI, is a technology consulting firm that delivers tailored solutions leveraging a broad array of expertise in IT infrastructure and applications, network management, technology maintenance, telecommunications, audiovisual and security systems. BTP's technology practice areas help organizations with design/build projects, relocations, technology upgrades and corporate consolidations. The company combines business-driven experience, industry best practices, and its own methodology to deliver projects on-time and within budget. BTP’s client portfolio includes ABN AMRO, ADP, Calyon, Deutsche Bank AG, Eisner LLP, Hilton, Estée Lauder, Gibbons PC, JPMorgan Chase, AYYA Hotel, L'Oréal, Memorial Sloan-Kettering Cancer Center, Morgan Stanley & Co., Mount Sinai Medical Center, The New York Board of Trade, PRIMEDIA, Proctor & Gamble, Reed Business, Reuters, Standard Chartered Bank, State Street Global Advisors, Time Inc., and Viacom. For more information, visit [www.btp.net](http://www.btp.net).