

BTR Associates and ZGI Inc Collaborate to create IT That Works!

Bingham Farms, Mich., November 2, 2009 - The executive teams of BTR Associates, LLC and ZGI, inc. concluded that formalizing their 7 year old informal relationship would improve coordination, provide for the development of a joint strategy and yield even better services and products to their customers. Therefore, they have launched IT That Works, a collaboration to complete on-time, on-budget, to-specification projects; deliver exemplary routine support and develop / market world class products to small and medium sized businesses (SMBs). The ITTW product lines designed to address the needs of the SMB marketplace were also rationalized and rebranded as A Better App, A Better Comm, A Better Data Backup, A Better Outlook, A Better Tech Support, and All Things Web.

About BTR Associates and ZGI Inc.

BTR Associates is the merger of the capabilities from eSolution Specialists and Idyllic Systems both of whom date back to 2002. It added additional services which augmented its mission to support SMBs in the use of effective computing technology. Its principals, Bob Breitman and Mike Lakatosh have long careers in the use of technology to grow business and reduce costs. With their backgrounds in multi-industry and international businesses they understand the uniqueness of each company and marketplace without forgetting the similarities in approaches to obtaining working solutions.

ZGI's predecessor organization was founded in 1981 by Jeff Sanford. Originally, ZGI participated in the cradle of SMB MRP applications as a joint developer of BPCS. During the next ten years BPCS grew into an international offering with offices on six continents, over 17,000 client companies and one of the five most successful ERP systems in the world. During the next 30 years, ZGI expanded its offerings to include infrastructure; telecommunications; telephone; data backup; and application development and implementation. Drew Sanford has been instrumental in leading the technology support for ZGI Inc since joining the organization. ZGI has served publically traded multi-nationals and private companies on 4 continents.

The new IT That Works provides a wide range of Information Technology services to small and medium sized businesses. We are Microsoft Gold Certified Partner, SonicWall Bronze Medallion Partner and Parallels Gold Partner. We offer broad business experience to compliment our technical capabilities in serving our clientele. For more information contact IT That Works at (248) 593-1477.

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