# Success WITH CA

**Computer Associates®**

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## G&Z Systems' Polling and Data Transport Products Extend CA's Unicenter® and Open Up Mutual Opportunities

**G**&Z Systems, Inc. (G&Z) provides data transport and systems management solutions. Its PollView line of polling software integrates data transport solutions and is ca smart™ certified with Unicenter® Network and Systems Management from Computer Associates International, Inc. (CA). The PollView products complement CA's Advantage™ CA-MLINK™ and are part of CA's Enterprise Polling Bundle solutions. The CA Enterprise Polling Bundle allows customers to manage polling and data transport processes as well as systems and servers throughout the enterprise at a glance. CA's Unicenter Network and Systems Management serves as the foundation for G&Z's PollView product.

G&Z also offers a new utility that enhances management of CA's storage solutions. Its ArcLog Distiller is ca smart™ certified with BrightStor® ARCserve® Backup and BrightStor® Enterprise Backup. ArcLog Distiller refines a backup's job log down to the essential details, thereby making backup information available to a company's management as well as its IT staff. BrightStor® solutions empower companies to manage all enterprise storage from a single point and can be scaled for businesses large or small.

G&Z has been a CA partner since 1995, when CA acquired Legent Corporation and its MLINK and XCOM product lines. G&Z was one of the first 10 Unicenter® resellers. Acting as both a value-added reseller (VAR) and distributor in North America, G&Z represents CA's products to retailers, retail VARs and other entities requiring managed data transport systems. G&Z is headquartered in Hawthorne, NY, and was established in 1981.

### Evolving as a CA Partner

"This is the most enduring and most important partnership that we have," said Richard Zuckerman, President of G&Z. Years ago, G&Z recognized the convergence of systems management and data

transport functions, so it decided to get involved with systems management. The company took a bit of a risk back in 1995 and committed a large capital investment to CA's Unicenter® Partner Reseller program. For such a small company, it was a bold and exciting move. "It seemed worth the gamble, and seven years later, it truly was," said Zuckerman.

G&Z's relationship with CA is somewhat unique. Initially, it was a channel partner selling CA products. Now, G&Z resells CA software in addition to its own PollView solutions.

"Our partnership has evolved to the benefit of both parties," said Zuckerman. "And now, with the ca smart™ Certification Program, we've increased our exposure in the market and within CA." Zuckerman cited two key reasons why the ca smart program advances G&Z's interests: collaboration and support. "By collaborating with CA's direct sales force, our sales opportunities should improve dramatically, and the high level of technical support we receive from the ca smart program helps us to help our customers.

"We need solid technical support to make our business model work effectively. CA delivers that support 24 x 7, and that's crucial to our customer relationships. Our customers can't be calling up the software vendor. If there's an issue, they expect G&Z to be able to get the answer. And if we're unable to provide the answers ourselves, we need rapid support from CA to make the support transaction seamless."

G&Z also appreciated the personal attention that was received when completing its ca smart certification. "CA helped us with the certification process, and kept us informed as to where we were with the product certification and which steps had to be taken to move it forward," added Zuckerman.

### ca smart Certification Raises Exposure and Confidence Levels

The ca smart certification helps G&Z connect with

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> Richard Zuckerman
> President
> G&Z Systems, Inc.

customers on a different level, and it also raises G&Z's exposure within CA. By linking with the CA brand and qualifying for the ca smart™ Seal of Excellence, new doors are opening up. "I think the fact that PollView is now ca smart certified gives CA an extra feeling of comfort in bringing us into deals," said Zuckerman. "Both companies are getting leads for new business since we're both promoting an integrated solution. And the CA sales force can easily find our information within the CA website and recommend our products when they run into opportunities. The same goes for customers who are searching for solutions that complement Unicenter Network and Systems Management."

"Customers can search the CA website, pick out a particular CA product and see what certified solutions work with that product," continued Zuckerman. "So, if you're looking for something special that's not within the product itself, or you need a software utility or hardware device that complements the solution, this is a fast way to find one that's been tested with CA's software. That's a valuable resource for the end user and for channel partners that are not in the ca smart program but resell the solutions."

The ca smart program also provides G&Z with promotional tools like marketing development funds. The company has already been prominently featured on CA's website and in a number of customer success stories that highlight the complementary Unicenter/PollView solutions that are being developed. "The amount of PR and marketing exposure that we get with CA is phenomenal," said Zuckerman. "A small company like ours would have to spend lots of money to reach this same level of penetration."

"We were also attracted to the program because of CA's selectivity in granting ca smart certification to potential partners," he added. ca smart-certified products provide real, tangible value in combination with CA solutions. "It's not just a club where you fill in your name and you're instantly a member."

### Building on Past Success

G&Z has built a thriving business with CA, and it intends to expand it significantly by leveraging the ca smart program. Joint customer successes include the nation's leading cappuccino purveyor and one of the largest party supply superstore chains in the world. CA sales helped demonstrate and present solutions for the combined sales.

"We were able to take the relationship we'd developed with one of our customers and uncover additional needs," said Zuckerman. "The CA channel team presented them with additional products that could solve the problems they were having. It ended up being a pretty comprehensive sale."

**For more information, call 1-631-342-4200 or visit ca.com/partners**

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