



ZINSTALL

**Case Study**

**RAZELLE**

Razelle, an MSP in Toledo, OH, is using Zinstall to save hours on its migration tasks, while delivering a migration experience that competitors cannot offer.

[www.zinstall.com/msp](http://www.zinstall.com/msp)



# About Razelle

Based in Toledo, OH, Razelle provides on-demand tech support, services and products to consumers and businesses. From computers to the smart home, guests experience the latest technology hands-on in a relaxing environment. Razelle's retail execution strategies reimagine the way customers shop for technology, receive support and installation services to make technology simpler. Razelle's goal is to simplify everything we touch to ensure you have happy devices, and a happy life.

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## The Challenge

Striving to provide the highest standard of service to its business and residential clients, Razelle offered migration services both to walk-in customers buying a new computer and to corporate customers undergoing a PC refresh. Each migration was performed by a trained Razelle tech, spending anywhere from a couple of hours to an entire shift on the task, depending on transfer complexity.

Razelle was not satisfied with just copying some of the files and installing basic software. Their goal was to have customers' new computers feel just like their old ones, including personalization, settings, personal applications, email, and other system components. Getting all those extra migrations tasks done properly added a large number of work hours to each migration.

An additional challenge was to maintain uniform migration standards and quality level across different techs and migration types, which required extensive training and quality control.

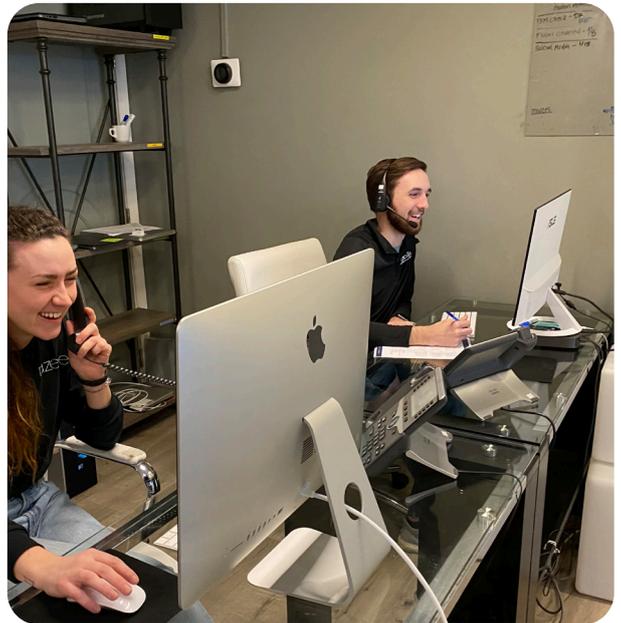
Finally, some migrations were unfeasible or impossible to perform manually, such as recovery from a failing PC or a partially corrupted drive. Razelle felt that this could be improved, and decided to look for the right migration tool for their needs.



## Why Zinstall?

Razelle engineers have tested dozens of migration products. Ultimately, Razelle chose Zinstall for their migration needs. During the evaluation process, Zinstall scored highest in reliability and migration completeness. A key benefit of Zinstall for Razelle was the ability to migrate in a wide variety of scenarios that the MSP was facing – walk-in customers in a physical store, on-site migrations on clients' locations, recovery from failing systems, domain migrations and more.

Another critical benefit was the ability to receive quick and efficient assistance from Zinstall techs on training questions or technical concerns, via phone, email, chat and automatic diagnostic tools.



**“Zinstall is the only tool that could cover, with a consistently high standard of quality, all the migrations options we were looking for: network transfers, docked drives, failing systems, new workstation provisioning, backup – both for walk-in customers and on site for business clients.”**

Timothy Moore  
Founder and CEO, Razelle

## The Solution

Using Zinstall, Razelle staff are able to perform migration tasks automatically, for any scenario.

The product allows Razelle to standardize the migration process, and to deliver a consistent, high-quality result – in a fraction of tech hours per migration. Since the product is automatic, migrations are always consistent, and are not dependent on different approaches and styles of different techs.

In addition to regular migrations, Razelle techs now have the ability to quickly perform a migration-capable backup of a system, before working on it. If needed, a Zinstall backup can then be restored to a replacement system, even with different hardware and different OS.

Razelle has also found that Zinstall's ability to migrate from partially corrupted drives allows to recover systems which were considered unrecoverable in manual approach – and not just a simple file recovery, but a full system migration, including applications, settings, personalization and all files.

## The Result

Adopting Zinstall has completely changed the way Razelle handles migrations, PC refreshes, dead PC recoveries and domain environment migrations. Razelle is now using Zinstall for backup, migration to hosted VMs and for server migration as well.

With migrations automated by Zinstall, Razelle is able to consistently deliver the highest standard of quality to its customers, while performing migrations quickly and efficiently – saving, by Razelle estimate, from 2 to 6 hours on average per migration.

The Zinstall difference became especially apparent during the COVID pandemic. Almost at the same time, a large number of Razelle clients had to unexpectedly switch to working from home. This meant delivering personalized workstations to all of those home workers, loaded with their applications, personalization and files.

Using Zinstall, Razelle engineers were able to provision all of those workstations – each different and personalized – and get the clients up and running in record time, which would be unattainable with a manual migration approach.



**“At Razelle, we are not cutting corners for clients like some other shops. We chose Zinstall because we haven’t found anything that matched the standard of quality that it delivers, transferring even the smallest “muscle memory” things like icons on the desktop or account passwords. In many cases, we see a 90% reduction in time spent on migrations.”**

Timothy Moore  
Founder and CEO, Razelle



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