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Special to The Oakland Press

# Data storage solutions by Avalon Technologies

Published: Monday, March 30, 2009

There is so much information for companies to electronically process and store these days that it can be overwhelming. With the pressure on to protect sensitive personal data, increase profitability, raise productivity — and reduce environmental impact at the same time — information technology continues to evolve, it can be complicated to make the right decision that addresses all these areas.

Company leaders are often faced with difficult decisions about technology that could ultimately affect the organization's ability to fulfill their strategic initiatives, said Brian Flynn, president of **Avalon Technologies, Inc.**

**Avalon Technologies** helps clients establish cost-effective centralized data storage solutions that meet their company's unique needs. Utilizing virtualization information technology, a trend where ultimately fewer computer servers do the work of many servers, Flynn said the size of a data center can be dramatically reduced while improving the flexibility and recoverability of the organization.

"This not only is far more earth friendly as we are creating less server hardware and needing less electricity to power this equipment, but we're also reducing operational costs," he said.

In addition to storage area networks and server and storage virtualization, **Avalon Technologies** also provides expertise and experience in backup and restoration and disaster recovery.

The challenge for many businesses is

cost effectively managing growth. Costs associated with operating data centers include utilities, labor, support and services. Coupled with a desire to become "more green" and preserve vital resources, outdated technology incapable of handling current business demands and operating inefficiently by consuming vast amounts of power can quickly pit a strain on company resources.

**Avalon Technologies, Inc.** consults with each client to find a storage and virtualization strategy solution that is right for them. The company also provides implementation and end user training.



Brian Flynn, President of Avalon Technologies in his office in Troy.

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Flynn said they often are introduced to clients pleased with their virtual server environment, but still struggling with the storage side of the equation. Traditional approaches to storing and managing data simply haven't generated the cost and efficiency savings they had first hoped to achieve, he said.

"Going back to our roots of satisfying unique data management issues, **Avalon** has been answering these problems and solving these challenges," said

Flynn in an email. "The power to virtualize your storage environment has allowed clients to deliver on cost reduction promises as well as improve data security and data recovery requirements traditional storage platforms have simply been unable to deliver."

Customers have noticed the change as data centers evolve from an expense to a source of increased profits, he said.

**Avalon** has been helping clients in industries like automotive, health care, education, insurance and service implement flexible cost effective data storage solutions since 2003.

"Our client base is so diverse that we focus on any firm that is concerned with the expenses of their data center and wish to deliver more of an environmentally friendly and cost effective approach to delivering on their corporate strategy," said Flynn.

Today **Avalon** serves clients not only in Michigan but also in Ohio, Tennessee and Kentucky. As the company continues to thrive, its approach will stay the same. In fact, its strict focus on their core expertise is what Flynn described as the company's biggest strength.

"**Avalon** sees tremendous growth here in Michigan as our local economy continues to diversify. Companies are going to be faced with requiring more flexible and environmentally friendly technology and data storage solutions," he said.

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