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ONStor Expands Business Operations into Asia-Pacific Region

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ONStor Inc., the leading provider of scalable clustered NAS solutions for the enterprise, today announced it is expanding its business operations into the Greater China market. To drive the effort, the company has recruited industry veteran Kin Lai to be Managing Director of Greater China and Singapore. ONStor will open an office in Beijing expanding from their current operations in Japan.

Kin will develop channel relationships to build sales opportunities within Greater China. Target customers are large enterprises with data centres that store significant amounts of data storage and require flexible data management, data protection, and file server consolidation for primary and value tier storage. The company will focus on horizontal market applications, government accounts, Web 2.0 companies and other businesses whose operations rely on data intensive environments.

“Because China has one of the fastest growing storage markets in the world, with a growth rate of more than 20 percent annually, we believe this market offers tremendous opportunity to expand our business and win market share from the competition,” said Bob Miller, ONStor CEO.

Kin has more than 20 years’ experience managing technology sales programs in China and the Asia-Pacific region. Prior to joining ONStor, Kin was Chief Representative for China MIPS Technologies and Vice President for Netra’s Asia-Pacific operations. Kin has also served in senior sales and management roles in the Asia-Pacific region for technology companies including SDRC, Cabletron, Sun Microsystems and Delco Electronics. In his new role, Kin will report to Tom Gallivan, Senior Vice President of Global Sales for ONStor.

“Asian businesses are receptive to new technology and are in need of solutions like ONStor’s that enable data storage managers to easily scale systems to support business growth while providing a choice for their storage manufacturer,” said Gallivan. “I believe we have a compelling product offering that will make it easy for our channel partners and customers to be successful and help ONStor build brand awareness in the region.”

ONStor’s award-winning Bobcat and Pantera Series Clustered NAS solutions are designed with n-way clustering, support for open storage, file server virtualisation, and thin provisioning, to deliver the simplest, most efficient storage solution on the market today. Extremely energy efficient, ONStor’s NAS products offer up to 95 percent power savings compared to traditional direct-attached and networked storage environments. ONStor’s products are deployed in enterprise data centres in industries such as geo-spatial mapping, medical imaging, and oil/gas and in Web 2.0 companies that produce data sets ranging from very large image files to large amounts of user files.