

# Case Study

New Avenue Solutions  
Computer Network, Security  
and Backup Consultancy



**“The ability to expand both vertically and horizontally is a key selling point to our customers to save money. With the expansion capabilities, the RS409+ is a very efficient, reliable backup media solution for a server farm. ”**

**Benjamin Hiseh, Owner**

## The Company

New Avenue Solutions, founded in 2005 is a Bellevue, Washington based company that specializes in consulting for the SMB market in network setup, network installation, security, data backup and configuration. With years of experience consulting for small businesses, New Avenue Solutions brings IT expertise on site to their customers all over the Puget Sound area. From repairs to network installations, they run the gamut of a full service IT consultant.

## The Challenge

Providing comprehensive, cost-effective technology that fulfills client's needs and is affordable is the mark of every successful IT consultant. As part of the consulting services that New Avenue Solutions provides to it's clients, they often rent rack space in a data warehouse to deploy and manage the customers network and backup solutions they provide. New Avenue Solutions is generally responsible for choosing, deploying and maintaining the hardware for their clients in the data warehouse. Over the years, Benjamin Hiseh of New Avenue Solutions found his clients consistently demanding greater, more powerful storage solutions as their companies grew.

One of their clients, a large international shipping company, was using direct-attached storage and tape backup systems, trusting their company data to older, less reliable technology. Backing up only to an external hard drive provided little data security, if a drive failure occurred the data would be completely lost. Tape backup provided data redundancy for safer backup storage, but the time that went into changing and storing tapes plus the maintenance the aging technology required was too much of a burden for a small company with limited internal IT resources.

New Avenue Solutions needed a storage hardware solution for their

# New Avenue Solutions

## Why New Avenue Solutions Chose the Disk Station RS409+

- Disk Customization
- RAID
- Automated Backup
- Easy Management
- Small Footprint
- Overall Value

## Customer Profile

Location: Bellevue, USA  
Industry: Network Consulting  
Employees: 5-10  
Business Issues: Data Storage and backup management

## Customer Benefits

- Saved Time
- Lower IT Costs
- Increased Reliability
- Peace of Mind

shipping client that would be affordable, had a small physical footprint, was easy to maintain and provided reliable data backup.

As the demands for more storage grew, New Avenue Solutions clients were faced with painfully slow transfer rates on their existing machines, maintenance became increasingly more time-consuming and rack rental rates increased, impacting everyone's bottom line.

## The Solution

New Avenue Solutions chose the Synology Disk Station RS409+. After being unsatisfied with the performance and interfaces of other competing brands, New Avenue Solutions turned to the Synology Disk Stations because they were reliable, easy to maintain and met all their clients needs for performance and scalability.

### Reliability & Performance

"Sometimes I forget it is there," a thankful Hsieh says, "our previous NAS wasted money because it took up too much rack space, was slow, and unreliable. With the Synology RS409+ we were able to lower the rack rental costs, provide faster transfer rates, and it has been very reliable."

New Avenue Solutions was able to reduce the backup time for their shipping client from 24 hours with tape backup to 4 hours with the new Synology Disk Station solution.

The Synology RS409+ provides New Avenue Solutions with high-speed file transfers in a high-functioning solution that they can depend upon.

### Scalability

Synology Disk Stations are sold diskless, allowing the

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New Avenue team to customize the amount of storage needed on a per customer basis. "The ability to expand both vertically and horizontally is a key selling point to our customers", says Hsieh, "every small business owner appreciates a flexible solution that can grow with their company."

The RS409+ is a 4-bay rack mount Disk Station supporting up to 8TB of storage. The RS409+ can be combined with the RX4 expansion box for "plug-and-play" storage, adding an additional 4 bays or 8TB of storage for a total of 16TB of storage.

### Cost Savings

New Avenue Solutions continues to save money themselves and for their clients with the Synology RS409+

More than just backup, all Synology Disk Stations come bundled with Disk Station Manager 2.1 which boasts an intuitive, AJAX-based interface and a comprehensive feature set. Features include file and print server, remote access, website hosting, mail server, Surveillance Station 2, Photo Station 3, Download Station 2, Windows<sup>®</sup> ADS support, and multimedia streaming.

### Customer Benefits

More than just a box - The Synology Disk Stations can be used for more than just a great storage solution. With fully integrated applications that turn the Disk Station into a full featured file server, surveillance station and media sharing device, the "out of the box" savings when compared to a traditional PC server is tremendous.

#### RS409+ (4-bay Rack Mount)

\*Works with RX4 to expand storage up to 8 bays for a total of 16TB of storage



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