



Area Data Systems
1247 N. LAKEVIEW AVE. #C. ANAHEIM, CA 92807
Telephone: (714) 993-0300 Fax: (714) 441-9624

Area Data Systems Punctuates 2012 with Nexenta Premium Partner Status Company Ends Banner Year by Doubling Annual Revenue

Anaheim, CA (PRWEB) January 23, 2013 -- Area Data Systems, Inc., the storage architecture authority for enterprise data solutions, announces a doubling of revenue for 2012, in conjunction with achieving top-tier Nexenta Premium Partner status. Area Data Systems' success is notably due to NexentaStor emerging as the ideal storage for big data and cloud deployments. Nexenta Systems, the leader in Software-defined Storage, granted Area Data Systems premium status based on its unique "Engineer-to-Engineer" approach to architecting storage solutions and delivering exceptional customer support.

"As a long-term partner, Area Data Systems has seen dramatic growth alongside Nexenta," says Evan Powell, CEO of Nexenta. "By collaborating with Nexenta, the team at Area Data Systems has shown an unsurpassed dedication to OpenStorage and now, as a Nexenta Premium Partner, we expect continued success and attention to customer satisfaction from Area Data Systems."

Area Data Systems is entering into its fifth year of working with ZFS and the OpenStorage unified storage platform. With thousands of terabytes under NexentaStor management, Area Data Systems is able to leverage its collective deployment knowledge to optimize and performance-tune future NexentaStor deployments. Area Data Systems is aggressively evaluating and enthusiastically awaiting the upcoming NexentaStor 4.0 release, currently in beta. This new iteration includes a significant architecture move to the illumos core. Enhanced metadata acceleration, enriched deduplication, and InfiniBand support are among the noteworthy advancements that have been sought after by the IT storage administrator.

"The Area solution cycle involves the ability to present a unique engineer-to-engineer approach that ensures the storage architected is the optimal deployment possible," says William Huang, president of Area Data Systems. "Adding 24-hour support wasn't an issue for our Nexenta deployments, since Area experiences a sustainably lower service call rate than the rest of the storage industry, due to years of experience developing Nexenta storage solutions."

What does Premium Partner status mean for the enterprise storage customer? Nexenta looks for a high level of consultation in Premium Partners, along with support throughout the entire solution cycle, to deliver unlimited storage scalability, end-to-end storage data integrity, and five-nines reliability. With Area Data Systems' proven storage experience and long-term partnership with Nexenta, customers can be assured that their concerns for a tailored, unified storage design will be exceeded. For example, ScaleMatrix, a leader in private cloud hosting technology, has recently deployed roughly 1PB (petabyte) of scalable capacity to power their data center.

"Innovative storage technologies have become vital for cloud and traditionally hosted services, which need to scale without the worry of escalating costs. Area Data Systems provides a legacy storage alternative with its NexentaStor experience", said Marc Clark, Sr. Director of Cloud Sales & Business Development. "ScaleMatrix is committed to providing clients with best-in-class hosting solutions, and with Area Data Systems' help to provide scalability, reliability, and cost-effectiveness; we can offer the most complete solutions to IT decision makers."

Area Data Systems 2012 Milestones:

- Achieved STEC Inc. Gold Partner Status
- Earned Nexenta Premium Partner Status
- Record sales with 100% year-over-year (YoY) growth
- Surpassed \$1 million mark for cumulative NexentaStor sales
- Surpassed 5PB (Petabytes) of cumulative storage managed by NexentaStor
- Introduced 24x7 Nexenta technical support for all NexentaStor customers
- Extensive testing and validation for upcoming NexentaStor 4.0 release
- Notable deployments; ScaleMatrix, Stanford University, US Army, Harvard Medical, Dolby Labs

About Area Data Systems:

Founded in 1987, Area Data Systems has established a 25-year track record of success built on the ability to deliver its clients with efficient, cost effective, reliable and scalable storage. Area Data Systems partners with worldwide tier one manufacturers such as; LSI, STEC, Microsoft, Nexenta and OS-agnostic storage enclosures from DataON Storage to design best-of-breed Cloud and Big Data storage solutions. More information about Area Data Systems can be found at Areasys.com or call +1 (714) 993.0300.