

Intrinsa to set up office in KL

By RUPINDER SINGH

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CALIFORNIA-based Intrinsa Inc will soon set up office in Kuala Lumpur to promote its Internet protocol storage area network (IP SAN) solutions to Malaysian enterprises.

IP storage is a general term for several approaches to using the IP in a SAN usually over gigabit Ethernet.

Intrinsa is a global leader in network-centric, enterprise IP-storage systems.

“Malaysia is an important market for us in the South-East Asian region. It is high on our radar,” B. Chandrashekar, Intrinsa’s director international marketing, said in a conference call.

Chandrashekar was confident of capturing up to five customers and another two distribution and reseller partners in the next three to four months.

Intrinsa’s country manager for South Asia, Michael Magura said he was bullish of the company’s prospects here, given the country’s strong manufacturing base and service providers.

“Our IP SAN provides an exciting and cost-effective solution to Malaysian enterprises keen on quickly building enterprise wide data compliance and protection systems, while using their existing Ethernet infrastructure and with already available IP skill sets of its information technology technicians,” Magura said.

He said Intrinsa’s IP SAN allows increased flexibility in networking infrastructure, while delivering enterprise-wide data replication and disaster recovery capabilities.

“Disaster recovery is needed in the manufacturing sector. The recent tsunami disaster made it apparent that the manufacturing sector needed a disaster recovery plan sooner than later to prevent bad productivity fallout,” Magura said.

He said service providers such as telecommunication companies would benefit greatly from using IP SAN since the advent of voice over IP has put greater demand for storing data.

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