Hello, Mahoning Valley!

My name is Robert Merva, and I am a life-long valley resident. I've been fortunate to spend the last 10 years in the IT industry; a tenure evenly split between consumer, small business and enterprise consultation and repair. Near the release of Windows 98, I started my career repairing, troubleshooting, networking and building at the home-user level. Soon, I moved to managing Windows-based enterprise networks, i.e., large scale network environments of about a dozen or so servers and a few thousand PCs and users. While managing these networks, I took the time to study and practice in a variety of tech-related areas in an attempt to become as well-rounded and knowledgeable as possible – and, of course, to feed my obsession.

In the beginning of 2007, after years of operating Avrem Technologies as a small, side business, I incorporated and embarked upon my mission. For too long, I'd witnessed the way in which retail chains and local shops took advantage of their customers' ignorance. Home users were paying hundreds and hundreds of dollars for simple repairs, and small businesses were either paying a premium for consultation that lacked value or were going it alone and buying consumer level products that simply weren't made to fit their needs. Something had to be done to resolve those problems, and I was prepared to offer solutions.

My ultimate goal, then and now, is to bring sensibility, flexibility, experience and a few core moral concepts together to provide a well rounded, complete IT consulting package. With certainty, I can assert that Avrem Technologies, LLC has given its clients superior service structured around each client's needs. Entering into our third year of business, Avrem provides services to consumers and small and medium businesses in a variety of markets. We focus mainly upon serving Northeast Ohio but also support clients in 10 other states across the country. The full breadth of our services can be discovered by visiting our Website or giving us a call; simply stated, we handle everything from "broken/fix-it" type repair to network infrastructure and wiring. One of the proudest milestones in my career occurred when a client who, after moving across the country, insisted on mailing her computer to our office for a repair. Her heart-warming reason for doing so was simply, "I'd never trust anyone else". With the same amount of pride I present this column as another milestone in our company's history and as an affirmation of our commitment to this valley and its residents.

As a way of providing the most value to you, the reader, I'd like to utilize an informal question and answer format for this column. I encourage everyone to email your questions and concerns, and I'll explore the most popular topic from the bunch in each issue. From time to time, I may interject a special write-up about a critical or generally applicable topic that will apply to readers en masse - such as the importance of having an anti-virus solution.

It's imperative for each of you to understand that, while I will do my best to present a given topic as fairly and completely as possible, nothing in this column should ever be considered a replacement for one-on-one advice. Technology, and its deployment and application, is littered with variables, and it's always best to speak with a qualified consultant, who can ensure that your specific needs are being addressed in the most fitting manner.

Until the next issue,
Robert Merva

Robert Merva, CEO of Avrem Technologies, LLC in downtown Youngstown, Ohio, is a lifelong Mahoning Valley resident and technophile. Questions may be emailed to courier@avrem.com. *A complete archive of articles, as well as other information, can be found by visiting* http://www.avrem.com.