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### **Digital Content Lifecycle Management**

The storage industry has overwhelmed a number of industries with the current industry buzzword “Information Lifecycle Management”(ILM). This is a basic concept with a basic premise: “Use the right storage media for information during its business life to meet business creation, usage and regulatory requirements of the information at a cost consistent with its current usage value to the corporation.” ILM draws from concepts and architectures in information technology and data processing systems and applications. However, for content producing, delivery or distribution companies, a new ILM is required for content lifecycle management. Why? The workflow is different; content is truly the entertainment industries asset. For example, the business cycle for news content has a variety of usage characteristics.

Today’s news demands high-speed storage devices that integrate with today’s digital newsrooms to bring today’s stories to air during each newscast. As days pass, news directors may decide to save only finished stories, keep minimal related material or keep all material for long periods of time. Applying the ILM methodology would place today’s news on high-performance disk devices, last week’s news on highly available, high capacity disk devices and long-term news stories on automated tape devices. Content Lifecycle Management (CLM) addresses the business, content, technologies and applications for the broadcast and entertainment industries including, film making, program creation, program distribution, program playout, etc. Once content has been assessed and classified, storage management plans are developed and implemented to meet the business needs for the content that meet TCO and ROI objectives.

Tom Inglefield is focused on storage solutions and architectures for the broadcast, entertainment and post-production market. He began his StorageTek career in 1982 and has developed several industry-leading solution offerings working with storage providers and application partners. Inglefield also served as the director of product development for a streaming media startup. Prior to that he was chief architect responsible for developing storage software, hardware and service products for the very large database/data warehouse market. Inglefield has extensive experience in marketing, storage technologies, business development, product development and database technologies.