



STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

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Anand Pai, Technologist, Founder, MaxTier Systems

BIOGRAPHY

Anand Pai is a seasoned Industry Veteran of 25+ Years with Background spanning Prime Apollo, Nexgen, Intel, LightSand Communications and MaxTier Systems.

Anand has held multiple positions spanning Executive, Design and Marketing positions and has started projects both within established Companies, and within Startup environs also

At Intel, Anand proposed, obtained funding for, staffed, and managed Merced IA64's iVE project (an IA32 / x86 hardware emulator built into the IA64 Silicon and Platform). This enabled the leveraging the vast body of x86 binaries to run with seamless compatibility and scalable performance on the new IA64 Architecture and platforms.

LightSand was founded on the precept of a Unified Platform for Storage and Local Area Networks leveraging each other within Data Centers, and then cross Data Center across the Wide Area using SONET as the backbones. Anand was the first employee of LightSand, and its founding CEO.

MaxTier was founded on the precept that IP Networks are undergoing fundamental and sustained Long Term shifts and paradigm changes with Media and Content Services being the driving forces.

The changes are foreseen to be accelerating, and creating urgent and critical need to move beyond traditional text-based Infrastructure models of servers, storage and networks into specialized transport models for Content, Media and Voice. These tectonic shifts are driving deep wedges into Services Management, Delivery and Revenue models. At heart of this transition are Models that have taken, and will continue to take, center stage: Content and Media Deliveries, and the Nexus with Enterprise Cloud Infrastructure, need for which is growing at conservatively estimated rates of 10-30X

No longer is it sufficient to deploy Legacy equipment categories scaling on Legacy Moores Law time-tables. Attempts to do so can only yield services relegated to providing Low Margin Commodity Services, dwindling earnings and revenues, Inordinate management costs. For the emerging Brave New World of High Value Media, these are tantamount to hurdles that cannot be brute-forced, push-grown or force-fed.

While, the future of Services deliveries will rest with those that enable and deploy a new Genre of Media / Content / Dedicated and Cloud / Services delivery platforms and services, the need is also to bring about change that is balanced, as much as possible, with current and ongoing investments in Infrastructures.

Anand has now been focused on Service Providers, CDNs (Private and Public), and Data Center equipment providers (Storage / Servers / Networks) with the following objectives:

Leverage existing Infrastructure investments