



**Momchil (Memo) Michailov, Co-Founder and CEO, Sanbolic**

**TITLE**

**Achieving Optimal Application Availability, Performance and Scalability in the Media and Entertainment World**

**ABSTRACT**

The media and entertainment industry is continuing to go through a time of wrenching change, as companies like Netflix, along with most cable companies, perfect on-demand streaming of movies and television; traditional media move much, if not all of their content delivery online – with video and podcasting becoming the de facto standard; and sites like Facebook, Twitter and YouTube provide the opportunity for everyone from your co-worker to your grandmother to easily journey to the cloud (these are just a few of the countless examples, of course). However, the truth is that this “easy journey to the cloud” is actually laden with potholes, roadblocks and oftentimes so backed-up that it would make even the most seasoned L.A. Freeway traveler cringe. As the world goes digital, among the most significant challenges these companies face is how to maintain application availability, performance and scalability in order to deliver uninterrupted access to content. There is however a solution – software specifically architected to address the storage management and performance challenges encountered in increasingly dynamic and virtualized application environments.

Attendees of this session will learn:

- How/why the distributed computing concept applies to the storage layer (driven by the rapid adoption of virtualization and more recent move towards cloud computing).
- How/why unpredictable application requirements are exposing the limitations of current storage topologies.
- How to enable a cost-effective, application aware, highly available (HA), high-performance and highly scalable shared storage architecture using today's generally available hardware, applications and software (real-world customer case studies will be used to illustrate).

**BIOGRAPHY**

Momchil Michailov - CEO and Co-Founder

Momchil Memo Michailov has served as CEO since 2000. Prior to founding Sanbolic, Memo was a co founder and CEO of Number One GM, Inc. where he oversaw the company from a SAN hardware distribution start-up to a leader in the broadcast workgroup software space. The company was acquired by Autodesk in 1999. Memo brings over 15 years of storage expertise and has a background in technology and film production with degrees from the National Academy of Film and Art in Sofia, and the Bulgarian Economic Institute.