



**Robb Moore, CEO, ioSafe**

## **TITLE**

**Disaster Proof Private Cloud: Protecting Heavy Storage for Clients Thin on Dollars**

## **ABSTRACT**

Disaster Proof Private Cloud: Protecting Heavy Storage for Clients Thin on Dollars

Consumers and businesses have the same data storage desires – unlimited capacity, low cost, high performance, high security, accessible from anywhere, no compromises. The Private Cloud is the answer to many...almost.

Considering the rapid adoption of smart phones, tablets and ultrabooks, the massive storage required certainly won't be stored on these thin client devices – the Private Cloud is the clearly answer for many as rapid adoption of NAS technology proves this point.

The vast majority of the world's data sits vulnerable to natural disaster. The vast majority of data will continue to be vulnerable as data creation outpaces internet bandwidth.

Disaster protection for the NAS or Private Cloud has been a sticky problem for years. Public Cloud solutions for terabytes of data exist but are impractical, expensive and slow for large data sets. Offsite vaulting of data relies on the human – hardly a pillar of reliability.

In this presentation, learn about some real examples of how Disaster Proof Hardware, like an aircraft black box for data, is protecting heavy Private Cloud storage for thousands of consumers and businesses everywhere. Learn how Disaster Proof Hardware can be used with or without Public Cloud backup options and Thin Client devices to get high capacity, low cost, high performance, high security, accessible from anywhere, disaster proof storage.

## **BIOGRAPHY**

Robb Moore is the Chief Executive Officer of ioSafe, Inc., and is responsible for setting the company's strategic course. Mr. Moore founded ioSafe – the market leader for disaster proof computer hardware. ioSafe is a high tech startup in Auburn, CA and manufactures fireproof waterproof hard drives – like an aircraft black box but for consumer and business data protection.

With limited marketing and PR resources, Mr. Moore has used guerrilla-marketing techniques to garner top press from print, Internet and television media outlets. ABC, Discovery Channel, BBC, PC World, Wall Street Journal, National Geographic, CNET and many others have covered ioSafe's unique product line. On track to double again for the third straight year, ioSafe customers range from the Pentagon, Army/Navy, Fortune 500 to small businesses and home consumers. Products are sold through Costco, Wal-Mart, Amazon, BestBuy and Dell.

Mr. Moore has a degree in mechanical engineering from the University of California, Santa Barbara, and he is a registered Professional Engineer in the state of California. He has developed hundreds of designs for hi-tech, medical, consumer, aerospace markets. In addition, he serves on the Sacramento Area Regional Technology Alliance (SARTA) Board of Directors, a non-profit dedicated to promoting technology and entrepreneurship. He is also a general aviation pilot, published author and primary inventor for multiple US patents.