



Russ Kennedy, Vice President of Product Strategy, Cleversafe

TITLE

The Journey to a Picture Perfect Data Storage System – Managing Big Data Media Content

ABSTRACT

There are serious storage implications when a company promises to store and never delete their customer's digital data, or when a company stores and streams 400,000 pieces of historic radio and television media content. The amount of data being stored today is growing at a rate of 30-to 40 percent annually, with the largest growth in data stemming from unstructured content like pictures, music and video resulting in an increased demand for alternative storage architectures to meet growing and changing needs. Dispersed Storage is a breakthrough technology which addresses the challenges of storing big data by leveraging information dispersal algorithms coupled with encryption to slice, scramble and disperse data across a network of storage nodes. Dispersal, combined with an object interface, efficiently scales to petabyte and beyond levels and is 100 million times more reliable than traditional RAID and replication methods. The result is the ability to provide limitless, secure, scalable storage at a fraction of the cost of traditional offerings for preserving and delivering digital content. It's the reason why organizations with large, unstructured repositories select Dispersed Storage over traditional methods. In this session, Cleversafe's Vice President of Product Strategy, Russ Kennedy will share key learning objectives that organizations operating with large, unstructured repositories of digital content should consider when selecting a storage system.

Referencing the system requirements of some of its largest customers, attendees will learn:

- Requirements when scaling to petabytes and beyond
- Why Object Storage makes sense for large unstructured repositories
- Information Dispersal as a successor to RAID

BIOGRAPHY

About Russ Kennedy:

Russ rejoins Cleversafe as the Vice President of Product Strategy after having worked with Cleversafe from 2007-2009, and serving on the Advisory Board. Russ was previously Vice President of Competitive Intelligence at CA Technologies, and the Senior Director of Engineering and Product Management at ThinIdentity Corporation. Prior to ThinIdentity, Russ was the Vice President of Product Management and Strategic Alliances at Cleversafe. Russ has more than 20 years experience in the storage industry, and has expertise in product management, product marketing and establishing key technical and go-to market alliances. Past roles include Senior Director for Product Marketing and Strategy at Pillar Data Systems, Director of Software Product Management for StorageTek's Information Lifecycle Management Solutions group, and Chief Technology Officer for the Information Lifecycle Management Solutions Business Unit in Sun's Data Management Group.

Russ has an MBA from the University of Colorado at Denver and a bachelor's degree in Computer Science from Colorado State University.