



STORAGE VISIONS® 2015

January 4 & 5, 2015 at The Riviera, Las Vegas, NV

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Alex Grossman, VP Media & Entertainment, Quantum

TITLE

StorNext In The Cloud—Making Cloud-Based Content Production a Reality

ABSTRACT

Content creators in broadcast and post-production are faced with tightening deadlines, greater demand for content, and significant cost constraints. Many are looking to the cloud to help them deal with this changing environment, while hoping to manage their work with increasingly distributed teams and remote approvals workflows and prepare for tomorrow's content challenges. For most—the cloud is more a promise than reality—simple storage, unfamiliar applications and more of a development environment than a production ready workspace. But this does not have to be the case. StorNext in the Cloud is a series of technologies and applications that have come together to deliver a production ready cloud experience that truly meets the needs of post and broadcast producers. In this speaking session, Alex Grossman will discuss how an open workflow can extend to the cloud naturally, enabling globally dispersed teams to collaborate in real-time on creative projects for faster time-to-market and improved efficiency. With StorNext in the Cloud, organizations can scale to meet changing levels of demand during the production, delivery, and archive process while preserving future flexibility.

BIOGRAPHY

Alex Grossman is Quantum's vice president of Media & Entertainment, with responsibility for driving the company's go-to-market strategy and activities in this key vertical. He joined Quantum in January 2013, bringing more than two decades of industry experience to the role. Before Quantum, Grossman was founder and CEO of Active Storage, a developer of media and Apple®-centric workflow storage solutions. Prior to that, he was an executive within the Worldwide Product Marketing group at Apple, with responsibility for driving the development, marketing and management of Apple server and storage products. Earlier, Grossman served as senior vice president of sales, marketing and new product development at MicroNet Technology Inc., a developer and manufacturer of storage solutions for creative professionals and IT managers. He has contributed to several patents associated with media management and storage technology, and he led the team that developed the first FireWire®-based storage area network.