



STORAGE VISIONS® 2015

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE

How Hybrid Archiving with Built-in Data Protection Accelerates Workflows

ABSTRACT

By now, it's clear why archiving is essential for organizations with surmounting digital content. But in many organizations the archiving workflow is still broken, cumbersome and headache-inspiring due to the vast amounts of unstructured content that must be preserved. That is, until new storage architectures intelligently combine primary storage with reliable archiving to help accelerate high-performance workloads. This session will dive into streamlined storage and content protection for unstructured data, like audio and video files. Benefits include simpler storage, a lower TCO and seamless content access from anywhere. Learn how to implement a hybrid archive to store and protect your content and get online, nearline and archive storage with intrinsic protection.

BIOGRAPHY

David Cerf is executive vice president of business and corporate development at Crossroads Systems. With more than 25 years of corporate development experience in the IT industry, David is a frequent speaker on data growth, storage and protection issues at several national industry conferences. Joining Crossroads in 2005, he currently leads global efforts to expand Crossroads innovative data protection solutions and develop relationships with key early technology adopters. Serving as a key member of Crossroads' executive team, he helps distinguish the company's future product roadmap and overall business direction. Prior to joining Crossroads, David served as vice president of sales and business development at NexQL, a leading provider of advanced database acceleration technologies. He was also a co-founder of 360World, a national provider of video and imaging solutions. In 1988, as the founder and managing director of the Dallas Business Incubator, he was responsible for the development and funding of more than 50 new high-growth startup companies.