



STORAGE VISIONS® 2015

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

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Eric Herzog, CMO, Violin Memory

TITLE

Transforming Data Center Economics

ABSTRACT

Eric Herzog will uncover OpEx and CapEx sinkholes in the data center and how to avoid them with a focus on storage. As data centers virtualize and application/server/storage silos fade into memory, a new technology is emerging to optimize performance in content and data driven environments and revolutionize the financial models of enterprise data centers around the world. Eric Herzog, 30 year industry veteran, SVP and CMO at All Flash Array provider Violin Memory will lay out the cost and performance pitfalls of today's data center storage environment and provide compelling analyses from actual customer implementations that show how the use of All Flash Arrays like Violin's Concerto 7000 Series can reduce OpEx and CapEx related to data center storage by up to 90% while improving performance and productivity many multiples. The game-changing impact of reducing data center costs by 90%, while improving the end user experience, empowers forward thinking enterprises to move mixed, multiple workloads to All Flash storage, open up new business opportunities and put more dollars on the bottom line.

BIOGRAPHY

Eric brings to Violin more than 29 years of marketing and business development experience in the storage solutions, storage hardware and storage software markets managing all aspects of marketing, product management, sales and business development in both start-up and Fortune 500 environments. Most recently, Eric served as senior vice president of marketing for EMC's Enterprise and Mid-range Systems Division where he was responsible for the VNX, VMAX, and VNXe family of storage solutions. Prior to EMC, Eric held positions as the vice president of business line management and vice president of marketing for IBM's Storage Technology Division, where he had P&L responsibility for its more than \$300 million OEM RAID and storage subsystems business.