



STORAGE VISIONS® 2015

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Michelle Munson, Co-Founder, Aspera, an IBM company

TITLE

Autoscaling extends capabilities of the cloud leveraging the most cost-effective infrastructure

ABSTRACT

The evolving digital media ecosystem is undergoing rapid innovation and change, with the explosive growth in size and volume of digital content, the expanding reach, scale and complexity of global production workflows, and the insatiable appetite of audiences to consume more media, more quickly on more devices. This session will examine how cloud based infrastructure, with virtually unlimited, compute and storage resources has emerged as a viable alternative to fixed-capacity data centers. It will also touch on how the technology limitations of the infrastructure and the challenge of moving big data into and out of the cloud have left significant gaps preventing media companies from fully realizing the potential. The session will also discuss the benefit of autoscaling and how it further extends the capabilities of the cloud to automatically and seamlessly scale resources as needed, enabling the most innovative media companies with tools to optimally produce, distribute and monetize their content, leveraging the most cost-effective infrastructure to deliver the best viewing experience.

BIOGRAPHY

Michelle Munson is the co-founder and CEO of Aspera, now an IBM company, that specializes in creating high-speed transport software used extensively in industries such as media and entertainment that transfer large data. The Aspera FASP technology was awarded a Prime Time Emmy Award in engineering by the Academy in October 2014, cited as an "industry game changer" in enabling "low cost high speed file transfer in place of physical delivery and satellite distribution". Michelle is co-inventor of the core technology, along with co-founder Serban Simu, and led Aspera from its inception in 2004 through acquisition by IBM in January 2104. She now leads the Aspera division within IBM software as CEO. She has dual bachelors degrees in Electrical Engineering and Physics and a Masters in Computer Science as a Fulbright Scholar at the University of Cambridge, and was recognized as the youngest recipient of the Kansas State University College of Engineering Alumni award for contributions in her field.