



# STORAGE VISIONS® 2015

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

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Paul Wassenberg, Marketing Workgroup Chair, Board Member, SATA-IO**

## **TITLE**

**What's Ahead for Content Storage? – SATA in the Enterprise**

## **ABSTRACT**

The storage industry is experiencing an unprecedented expansion into data centers and cloud storage, due to an influx of data creation from consumers and businesses. Enterprise storage providers face increased pressure to lower their total costs and maximize space utilization through increased storage capacity and reduced energy consumption. Add to this the pressure for companies to remain competitive by squeezing greater capacity into existing enterprise storage industry form factors. The Serial ATA International Organization (SATA-IO) is working on SATA features to support even higher capacity HDDs and flexibility in enterprise environments. We propose a presentation that delves into the subject of the evolving needs of content storage in enterprise storage systems and how SATA features will help meet those demands.

## **BIOGRAPHY**

Paul Wassenberg has over 20 years of experience in data storage and has been deeply involved with storage interface technology, including SATA since its inception. Early in his career, he was a storage controller designer, before moving into Marketing in the HDD industry, and eventually into storage semiconductors. Paul currently holds the position of Director, Product Marketing with Marvell Semiconductor. In that role, he has responsibility for transceiver technology and HDD/SSD storage standards, including SATA, SAS, USB, PCIe, as well as the SSD activities of JEDEC and SNIA. Within SATA-IO, Paul is active in the Marketing, PHY and Digital groups. Paul holds BSEE and MBA degrees from San Jose State University.