



# STORAGE VISIONS® 2015

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Shreyak Shah, Marketing Strategy & Operations, DataDirect Networks**

## TITLE

**Is My Data Big “Enough” Data?**

## ABSTRACT

With the continuing evolution of the information economy, the unrelenting tsunami of HPC-like Big Data, challenges are being seen everywhere in business—case in point the recent advance of 4K in Media and Entertainment. With Tier 1 already overcrowded in most environments, the adoption of 4K will no doubt slow down and disrupt everything from ingest and production to archive and distribution—unless a completely new approach can be found. Meanwhile, High Performance Computing (HPC) as a solution has already addressed the problems of handling Big Data, but has long been relegated to a scale of computing only applicable to crazy physicists or genetic scientists in the dark reaches of a university underground. Given the nature of workflow-based processes, Media and Entertainment can learn much from the academic organizations that solved their Big Data issues with HPC environments. Join Shreyak as he reviews the enormous effect 4K on the production workflow and storage and several approaches borrowed from our HPC brethren that can save the day.

## BIOGRAPHY

At DDN Shreyak is responsible for marketing strategy and operations in the rapidly growing cloud market and its convergence with traditional media.

Prior to DDN, he worked for a diverse group of companies from startups to very large technology firms and has held numerous technology and management positions. Shreyak’s professional experience includes large scale Internet content distribution, distributed computing, network infrastructure, new media production and storage infrastructure. His roles in Internet, cloud and new media companies spans from a support engineer all the way to CEO of a start-up. His professional experiences have led him to enjoy the challenges of trying to combine the best practices of old business with the technologies of the new. Shreyak has spoken previously at the Cisco Live, VMWorld and TM Forum. He has a Master’s Degree in Telecommunications Management from Stevens Institute of Technology.