



Adrian Herrera, VP of Marketing, Caringo

TITLE

Extending primary storage without buying more high cost storage- How to extend your digital storage to the cloud

ABSTRACT

Primary storage are becoming junk drawers increasing TCO. We will discuss how to cut total cost of ownership by over 400 percent, optimizes filers by moving up to 90 percent of file data to the cloud, significantly reduces backup windows, and consolidates files on cloud storage. How administrators can set policies based on any file attribute (file type, name, size, date modified, last accessed, date created or owner) that can run at any time. Files can be copied, increasing protection, or file data can be tiered to cloud storage —leaving only a lightweight pointer on primary storage

BIOGRAPHY

Adrian J Herrera has over 19 years of experience bringing innovative storage, cloud and media software and services to market. Prior to Caringo he was on the founding team and headed marketing at Nirvanix, one of the first enterprise cloud storage services, where he helped to grow the company from pre-funding to having over 700 customers ranging in size from start-ups to Fortune 10 organizations. He has held Marketing, Business Development, and Strategy positions at Yahoo, Musicmatch and Xing Technology Corporation. He holds an MBA, specializing in Entrepreneurship, from San Diego State University and a BS in Information Systems from Chapman University.