







STORAGE VISIONS® 2017

October 16, 2017 at the Embassy Suites, Milpitas, CA

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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Storage Visions® 2017 Conference Agenda

PROGRAM:

7:30 to 8:00 AM Continental Breakfast - Sponsored by Red Hat

8:00 to 8:15 AM Introduction: Tom Coughlin, Coughlin Associates

8:15 to 9:15 AM A1: Solid State Memory and Storage Visions

Moderator: Brian Berg, Berg Software Design

Solid state memory technology is enlarging our visions of the future of storage and memory applications. Persistent Memory is now an important architectural approach as it allows flexibility and lower latency by allowing access to storage directly from the DRAM bus. Like Persistent Memory, NVMe enables fast storage unhindered by legacy HDD interface standards. NVMe's new I/O-Determinism feature enables an application program to better control flash performance. NVMe over Fabrics is extending these standards by creating a new level of systems connectivity. DIMM-based flash memory also enables the movement of content closer to processing. New computing and network architectures will carry this further, enabling memory-centric processing. Emerging memory technologies are enlarging the tiers of solid state storage for consumer, client as well as enterprise applications.

Speakers:

- Jim Pappas, Intel
- Rob Peglar, Symbolic IO
- Luca Bert, Seagate
- Rakesh Cheerla, Xilinx

Panelists:

- Rick Kumar, Newisys
- Rob Davis, Mellanox

9:15 to 9:45 AM, Keynote 1: Tim Long, Director, Enterprise Data Science, Micron Technology

9:45 to 10:15 AM, Keynote 2: Mark Pastor, Director, Solution and Product Marketing, Quantum

10:15 to 10:30 AM Morning Break - Sponsored by Komprise

10:30 AM to 11:30 AM B1: Software Visions for High Performance Applications

Moderator: Chris Preimesberger, eWEEK

New digital storage technologies and persistent memory are driving dramatic changes in the requirements for storage management and interfaces. Learn about changes in PCIe and memory bus technology as well software-defined storage and artificial intelligence that will effectively manage the full spectrum of digital storage cost-effectively to match the needs of different applications.

Speakers:

- Brendan Wolfe, Primary Data
- [Aaron Edell, Graymeta](#)
- Chuck Piercey, Tidalscale
- Lior Gal, Excelero

11:30 AM to 12:00 PM C1: Bringing Compute to the Data

Moderator: Jim Handy, Objective Analysis

Over the entire history of computing data has resided in storage and memory, and has been summoned to the data processing element as it is needed. Today the industry is discovering that the movement of Big Data to the processor consumes inordinate power and incurs significant time penalties. This panel, featuring leading companies who address this issue, will discuss their current efforts to move compute to the data to save power, accelerate processing speed, and even improve scalability, in order to greatly enhance the cost/performance of tomorrow's computers.

Panelists:

- Thad Omura, ScaleFlux
- Bharadwaj Pudipeddi, NVSL Tech
- Frankie Roohparvar, Xitore
- Kurtis Bowman, Gen-Z Consortium

12:00 to 1:00 PM, Lunch - Sponsored by Intel

1:00 to 1:30 PM, Keynote 3: [Carol Wilder, Director of Strategic Planning, Data Center Group, Intel](#)

1:30 to 2:00 PM Keynote 4: [Irshad Raihan, Director of Product Marketing, Red Hat](#)

2:00 to 3:30 PM D1: Hardware Visions for Ubiquitous Storage and Memory

Session Sponsor - Sony

Moderator: [Jean Bozman, Hurwitz](#)

Emerging non-volatile solid-state storage technologies are set to replace or supplement DRAM in many applications. New fabric technologies will enable fast network storage using NVMe devices. Flash memory is moving to more and more 3D layers with three level and four level cells capable of reducing the costs for flash memory-- and driving its use in more applications. At the same time, HDDs as well as magnetic tape and optical storage are getting faster. Find out about the latest in storage devices and networking in this exciting session.

Speakers:

- Amit Bakshi, Teledyne
- Michael Johnson, Sony Optical Archive
- Radoslav Danilak, Tachyum
- Chet Mercado, WD, SCSI Trade Association
- Chris May, Spectra Logic

Panelists:

- Andrew Klein, Backblaze
- Eden Kim, Calypso

3:30 to 3:45 PM Afternoon Break and Networking - Sponsored by SATA-IO

3:45 to 4:15 PM Keynote 5: [Scott 'Skottie' Miller, Technology Fellow for Engineering and Infrastructure, DreamWorks Animation](#)

4:15 to 5:15 PM E1: Clear Visions for Future Cloud Storage

Moderator: [Allan McLennan, PADEM Media Group](#)

Object based storage is showing up in more and more applications, no longer just tied to archiving. With higher Baseband and Wireless Communications networks cloud storage enables a new ecosystem of services that will enable economic growth, supporting both industrial and consumer IoT, connected and autonomous vehicles and smart everything. New hierarchies are being forged for local and remote storage. These hierarchies and

architectures are enhancing the human experience and our knowledge and ability to care for the world around us as well as push mankind into new frontiers. This session will let you participate in this future vision

Speakers:

- Gary Green, Avid
- [Krishna Subramanian, Komprise](#)
- Mark Pastor, Active Archive Alliance
- Ramin Elahi, UCSC

5:15 to 6:15 PM F1: Visionary Applications of Digital Storage

Moderator: Dhaval Brahmbhatt, Phychip

Find out about the latest trends in digital storage and non-volatile memory technologies for diverse applications including media and entertainment, databases and big data analytics, the consumer and industrial Internet of Things, connected and smart cars as well as smart cities and smart everything else. Meet the people and companies who are making the future.

Speakers:

- Jon Toor, Cloudian
- Thomas Rivera, SNIA
- Robert Thibadeau, Drive Trust Alliance
- [Marc-Antoine Benglia, Kwilt](#)

6:00 to 8:00 PM Reception - Sponsored by Quantum

8:00 PM Conference Ends



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