Aaron Edell, VP of Business Development Officer, GrayMeta

TITLE
How machine learning can make your storage smarter

ABSTRACT
As content creators create more and more digital files, not only do challenges with storage become real issues, but so to does searchability and value of the collection. How valuable is an asset if you can't find it? 80% of the world's stored data is dark data, which means data you paid to create and store isn't accessible. Fortunately, new advancements in machine learning and AI can create and extract a great deal of metadata from assets, no matter where they are stored. This high level talk covers the basics of machine learning, the state of the art today, and how media and entertainment companies are using it to make their storage smarter, greatly increasing the ROI of stored digital assets.

BIOGRAPHY
Edell is a veteran speaker, including engagements at past Creative Storage conferences. Aaron grew up in the industry, his father being talent for ABC-TV and KGO radio, and his mother an executive producer. After college, Edell produced several award-winning documentaries and a show for PBS. In 2007, he joined a start-up called SAMMA systems where he helped design the Emmy award-winning product line that specialized in the migration of legacy video assets to filebased media. SAMMA was acquired by Front Porch Digital in 2008 where Aaron went on to become the senior solutions architect and primary subject matter expert for all the content storage management, broadcast/media workflow, and metadata management products, building solutions for some of the largest broadcasters and media companies worldwide. After Oracle acquired Front Porch Digital in 2014, Aaron joined GrayMeta as a wearer of many hats, primarily building and evangelizing on the core product; automated metadata harvesting, storing, indexing, and centralizing.