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TITLE

Has tape finally met its match? Three ways object storage delivers a faster, more scalable active archive.

ABSTRACT

Active archives are a critical part of the digital media workflow. Once a resting place for video assets that might be needed "someday", the archive is now a profit center as content is needed for on-going monetization through reuse and redistribution. This talk will discuss three facets of this changing landscape and how new solutions apply to broader applications such as video surveillance and AI/ML. First, we will look at why the changing world of digital media demands new active archive technologies to contend with exponential media growth and the need for instantaneous archive access over long periods of time. Second, a look at today's object storage solutions, how they differ from previous solutions, and why it uniquely solves the industry's challenges. Third, we will look at a use case where a major broadcaster executed a transition from tape to object storage for an archive spanning forty years, and three specific benefits they achieved. Lastly, the talk will identify other use cases that face similar challenges and how object storage benefits them as well.

BIOGRAPHY

Jon Toor is CMO of Clouidian. Prior to Clouidian, Toor served as vice president of marketing at Brocade. He also served as the vice president of marketing at Xsigo Systems where he led the outbound marketing team from company launch until the company acquisition by Oracle. Prior to Xsigo, he served at ONStor as vice president of marketing. Toor holds an MBA, BS in mechanical engineering, and a BA in economics all from Stanford University.