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TITLE

Simplifying Digital Storage with Active Archive and the Cloud

ABSTRACT

The exponential growth of digital assets along with limited storage budgets is creating the need for more cost-effective storage architectures. While high-performance storage keeps data rapidly available, it comes with significant costs. It makes little sense today to just keep buying expensive storage, filling it up and buying more. New storage options and workflows use the right mix of storage technologies to balance performance and cost, that is - the right data is on the right media to deliver both performance and cost efficiency. As data ages or changes its performance profile, it makes sense to move this data from primary storage to economy tiers of storage such as lower cost disk, tape or even the cloud. The challenge is how to do this simply and gain real savings without adding complexity while ensuring fast access to your content?

Cloud storage is gaining in popularity as a lower cost way to manage the deluge of digital assets. Active archive solutions can leverage hybrid architectures to support both on-premise and off-site storage, including the cloud. Leveraging intelligent active archiving for onsite, offsite and cloud can help lower costs, improve data protection and solve the complexity of content management.

BIOGRAPHY

Vice President, Marketing, Commercial Products, for FUJIFILM Recording Media U.S.A., Inc. Rich is responsible for marketing, product planning, value added services, and strategic long-term planning for the company's commercial products channel. Rich joined Fujifilm in 2003 as Director of Product Management, Computer Products Division, where he oversaw marketing and distribution of optical, magnetic and flash storage products.

Rich has more than 20 years of experience in the data storage industry. Before joining Fujifilm, Rich was Director of Marketing for Maxell Corp. of America where he was responsible for marketing data storage products. Prior to that, Rich worked for the Recording Media Products Division of Sony Electronics. Rich has been active in several industry trade associations including AFCOM, the Content Delivery & Storage Association (CDSA), Quarter-Inch Cartridge Drive Standards Committee (QIC), the Optical Storage Technology Association (OSTA), the Linear Tape-Open Consortium (LTO) and the Tape Council. Rich holds a BA from the University of Richmond and an MBA from Fordham University. He lives in West Milford, New Jersey with his wife and three children.

FUJIFILM Recording Media U.S.A., Inc, is the leading manufacturer of commercial data tape products for enterprise and midrange backup applications.