


# Agenda

## View Speakers

## PROGRAM:

## Day 1 - Monday October 22, 2018

**7:30 to 8:00 AM Continental Breakfast**

**8:00 to 8:15 AM Introduction and Industry Status: Tom Coughlin, Coughlin Associates**

**8:15 to 9:15 AM A1: Circling the Wagons—Memory/storage-centric computing**

**Session Sponsor: Tachyum**

Persistent memory gives us the capability to access content quicker than ever before and save power. This gives us the ability to build new computing architectures that resolve around moving processing to compute, rather than data to processors. This session explores that developments in hardware and software that enable the next generation of local and networked memory/storage centric computing.

**Moderator:** Jim Handy, Objective Analysis

**Speakers:**
- Sean Gibb, Eideticom
- Scott Shadley, NGD Systems
- John Kim, Mellanox
- Rado Danilak, Tachyum

**9:15 to 9:30 AM Morning Break**

**9:30 to 10:00 AM Keynote 1**

**10:00 AM to 11:30 AM B1: Good Monsters—Emerging memory technologies battle the data horde**

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. From enterprise to embedded consumer applications the tools for taming the vast data beast are coming into place. This session will show you how you can put these new technologies to use in your most daunting applications.

**Moderator:** Dave Eggleston

**Speakers:**
- Jim Pappas, Intel
- Kevin Conley, Everspin
- Jeff Lewis, Spin Transfer
- Danny Sabour, Avalanche Technology

**11:30 AM to 12:30 PM Lunch**

**12:30 to 1:00 PM Keynote 2**

**1:00 AM to 2:30 PM C1: Outrunning the Tsunami—NVMe and NVMe-over Fabric create opportunities**

**Session Sponsor: SNIA Solid State Storage Initiative**

NVMe and NVMe over Fabric (NVMe-oF) provide storage and network interfaces built upon the performance capabilities of solid state memory. As a result SSDs with NVMe interfaces provide data rates and latencies that are close to that of the underlying memory technology. NVMe fabrics provide

new storage network options that provide remote memory access and higher performance than older network technologies based upon hard disk drives. This session explores the capabilities of today and future NVMe technologies and how they can be used to improve your data center performance and ROI.

**Moderator:** Nick Adams, NVM Express and Intel

**Speakers:**
- Nishant Lodha, Marvell/Cavium
- Kais Belgaied, Newisys
- Saqib Jang, Chelsio Communications
- Shahar Noy, Marvell
- Rob Davis, Mellanox

**2:30 to 3:00 PM Afternoon Break and Networking**

**3:00 to 4:00 PM D1: Epic Battles with Classic Heros—Flash, HDDs and Tape slay data challenges**

Find out about the latest developments in flash memory, hard disk drives and magnetic tape. Flash is moving into many markets that HDDs have dominated but HDDs and magnetic tape are still playing important roles in long term storage. This session explores the battle of the road maps for what technologies will help us meet the challenges of an ocean of data needing analysis and action. It will also look at the emerging hierarchy of memory and storage that will dominate the future memory/storage landscape.

**Moderator:** Jean Bozman, Hurwitz

**Speakers:**
- Andy Klein, Backblaze
- Eden Kim, Calypso
- Karim Kaddeche, L2 Drive
- Rich Gadomski, Fujifilm

**4:00 to 5:00 PM E1: On Location—Managing data during high resolution content capture**

Creating content has always required digital storage, but how we use that storage is changing as capture technology evolves. In the age of 4K as a standard format and emerging 8K technologies, content creators are increasingly turning to on-location solutions for managing their data, starting the workflow pipeline in the field and saving time in the studio.

**Moderator:** Tim Feess, Gnarbox

**Speakers:**
- Larry O'Connor, OWC
- Grant van Patten, Toshiba Memory America
- Samuel Shimizu-Jones
- Scott Robert Lim, Scott Robert Photography

**5:30 to 6:15 PM F1: Mobile Data Centers—handling big data from vehicle applications**

Automobiles are being transformed into mobile computers in order to support advanced driving systems, vehicle to vehicle communication and 5G communication to Smart City infrastructure. This session explores the future of automotive technology and how it will drive demand for advanced memory and storage solutions

**Panelists:**
- Marco Mezger, ATP Electronics
- Kun Zhou, University of California, Berkeley
- Doug O'Flaherty, IBM

**6:15 to 8:00 PM Possible Reception**

## Day 2 - Tuesday October 23, 2018

**7:30 to 8:00 AM Continental Breakfast**

**8:00 to 9:30 AM A2: Software Visions for High Performance Applications—Holding the beast at bay**

New digital storage technologies and persistent memory are driving dramatic changes in the requirements for storage management and interfaces. This session will explore how these new memory

technologies are changing the way we work with data and leading to new efficiencies and applications. Software defined storage and networking and artificial intelligence will change the way we work and connect disparate data in order to do more and turn the onslaught into a stream of benefits.

**Moderator:** Brian Berg, Berg Software

**Speakers:**

- Chet Mercado, STA
- Avinash Lakshman, Hedvig
- Richelle Ahivers, Broadcom
- Justin Wenck, PCI-SIG
- David Hay, Linbit

**9:30 to 10:00 AM Keynote 3**

**10:00 to 10:30 AM Morning Break**

**10:30 AM to 12:00 PM B2: Big Data and Small Pipes: How will we get data where it needs to be?**

**Session Sponsor: Eluv.io**

As file sizes continue to grow and the number of users and files increase dramatically, moving content to be available wherever and whenever through the Internet becomes more difficult. Cloud storage is the current solution, but can we make a more effective use of edge storage as well. How about reaching the people who aren't well connected now—various solutions abound, which will happen? New format standards, like SMPTE's IMF, will help control the flood of distributed content but can we use technologies like AI, blockchain to improve our ability to reliably and securely deliver content to people. This session will help you plan for your content distribution future.

**Speakers:**
- Michelle Munson, Eluv.io
- Bruce Kornfeld, StorMagic
- Motti Beck, Mellanox

**12:00 AM to 1:00 PM Lunch and Exhibits**

**1:00 to 1:30 PM Keynote 4**

**1:30 to 3:00 PM C2: Don't Fear the Reaper—Storing data for the long term**

**Sponsored by: Aparavi**

The data apocalypse will result in more data that has long term value than ever before. This data won't last forever unless content owners create rational archives that includes good metadata and digital asset management. Today's archives serve as active libraries for a multitude of content distribution networks as well as long-term content repositories. As the complexity and resolution of digital content increases, archiving technology will play a bigger role in making sure today's content survives. There are new standards for keeping data for the long term that involve packing long term immutable content as well as growing content metadata. This session will help you keep on top of the latest developments for managing the wave of data growth so you can have an effective long-term data protection plan.

**Moderator:** Geoff Stedman

**Speakers:**
- Rod Christensen, Aparavi
- Thib Guicherd-Callin, LOCKSS Program
- Rich Gadomski, Active Archive Alliance
- Chris May, Spectra Logic

**3:00 to 3:30 PM Afternoon Break**

**3:30 to 4:30 PM D2: Managing the Threat Above—Can clouds and AI deal with burgeoning data growth?**

**Session Sponsor: FileShadow**

Distributing content as well as on-line back-up and disaster recovery are driving demand for remote storage. Cloud storage now includes personal clouds as well as storage as a service and may use private clouds, public clouds or a hybrid of the two. AI and other tools are increasing being used to discover and manage digital content, often using cloud-based tools. This session exposes the storage requirements and trends for remote storage technologies and management as well as on-line content for

cloud-based applications. Learn about new business opportunities and how they'll impact the growth and use of storage in this growing market.

**Speakers**
- Louis Imershein, Red Hat
- Jerome McFarland, Elastifile
- Jack Norris, MapR
- Tyrone Pike, FileShadow

**4:30 to 5:30 PM E2: Apocalypse or Opportunity—Business leaders address the challenges and promise of ubiquitous data**

This session explores opportunities and challenges customers face and the solutions that deal with these challenges and embrace the opportunities. As the amount of data collected grows, concerns about privacy have grown as well. We need new ways to manage vast amounts of information on everything going on in our world. Various artificial intelligence algorithms will increase the metadata available and help us better able to orchestrate digital resources and detect threats. New business opportunities abound that can effectively manage this information to provide new services and ways to engage with other companies as well as individuals on an ongoing and contingency basis, while protecting their personal information. Find out from leaders in several industries how technology will help them meet these challenging requirements.

**Moderator:** Tom Coughlin, Coughlin Associates

**Speakers:**
- Jon Toor, Cloudian
- Robert Thibadeau, Drive Trust Alliance
- RW Hawkins, Panasas

**Panelist:**
- Farid Yavari, Jabil Inc.

**5:30 PM Conference Ends**