

STORAGE VISIONS® 2018

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Bruce Kornfeld, Chief Marketing Officer, StorMagic

TITLE

Why Edge is Thriving in the Datacenter Apocalypse

ABSTRACT

The modern data center is taking on an “edgy” new definition as more data is being generated outside of the traditional datacenter than ever before. In fact, Gartner predicts that by 2025, 80 percent of enterprises will have shut down their traditional datacenter, versus 10 percent today*. Organizations can’t afford to send all types of data back to a datacenter or public cloud given the lightweight, cost-effective methods available at multiple locations with edge computing. Being able to manage, process and classify data right where it’s being created offers multiple benefits not previously available in the IT landscape.

Attendees will learn:

- The definition of edge computing environments: are you edge ready?
- How the future of storage will see a boost in edge computing, which will displace many traditional primary datacenters.
- Cost, time and efficiency improvements your organization will realize with software-defined, edge-based solutions.

*Gartner Blog Network, Dave Cappuccio, “The Data Center is Dead” July 26, 2018

BIOGRAPHY

Bruce Kornfeld, CMO, StorMagic

Bruce is an experienced technology executive and has held various leadership roles at NCR, Dell and Compellent. As VP of Marketing at Compellent he helped the company grow revenue from \$9M to over \$150M, which led to their IPO and eventual sale to Dell for \$960M. Bruce was instrumental in building Dell’s first storage division in the late 1990s and helped grow it to over \$1bn.