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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE

Don't Fear the Reaper - Storing data for the long term

ABSTRACT

Our society is currently undergoing an explosion in digital data that shows no sign of slowing down. The way content is consumed continues to evolve, and the majority of people in the world have instant access to a surplus of content at all times. The volume of data created each day has increased immensely and will continue to grow exponentially over time, with video being the single biggest driver of data growth in the industry through multi-camera images, higher resolution and HDR content. Moreover, the data and storage needs of content owners are changing as capture technology evolves. As media and entertainment (M & E) organizations try to find the right infrastructure to take advantage of this data transformation in ways that drive positive business outcomes, they are faced with the question of which strategies will work best to manage content throughout its lifecycle and preserve assets forever.

When it comes to preserving content long-term, metadata and digital asset management are closely linked. Object-based storage systems' ability to assign a limitless range of metadata to each object provides unmatched data analysis capabilities. It is because of this capability that content management software can allow users to select their desired level of asset protection, set preferred tiering policies, and migrate digital files across multiple storage targets and geographic regions in an automated manner. Object storage's flat address space also enables infinite scalability, making object storage systems ideal for managing unstructured data at scale and archiving infrequently accessed content long-term. However, as mid-tier applications become further integrated within solutions, advancements enable minimal latencies for content access and expand use cases for this technology.

As the complexity and resolution of digital content increases, object-based multi-tier environments become the more efficient way to manage data over time. Modern content storage architectures take advantage of object storage systems' ability to streamline digital asset movement across multiple storage targets to place content in the appropriate storage tier for access, cost and protection. Successful hybrid storage ecosystems will employ new developments while leveraging cutting-edge advancements in existing technologies - integrating tape, HDDs, SSDs and cloud. Join us to discuss how object storage has evolved in order to enable organizations to store data for the long term and thrive within the unsurpassed data growth of modern times.

BIOGRAPHY

Chris May, media and entertainment expert, is highly regarded with more than 20 years of network broadcast experience on both the client and vendor side. Chris has undertaken the successful building, management, deployment, and selling of complex digital media solutions for national networks and digital media companies. These complex solutions included playout to air, workflow automation, ingest, curation, logging, edit, archiving, metadata schema and distribution of media assets to networks, digital platforms and mobile devices. Chris currently serves on the Media and Entertainment Development Team at Spectra Logic Corporation, where he oversees business development for all of North America.