

STORAGE VISIONS® 2018

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE

Future Proofing Your Digital Assets with Active Archives

ABSTRACT

Over the past decade, the Media and Entertainment (M&E) industry has experienced a considerable increase in the amount of content generated due to the transition from traditional media workflows to fully digital environments. Today's data life cycle and storage management requirements are on a different scale from where M&E companies first started, and digital assets will continue to increase exponentially as the industry moves from HD to 4K, and soon to 8K recording.

The retention and ease of rapid accessibility of digital assets and video are vital to maintaining a competitive advantage in the M&E industry. Many organizations are turning to modern strategies like active archive solutions to solve their data growth problems. By implementing intelligent active archiving for onsite, offsite and cloud, they can lower costs, improve data protection and solve the complexity of content management.

This presentation will showcase how active archive solutions can leverage hybrid architectures to support both on-premise and off-site storage, including the cloud and will include case study examples from large M&E companies taking advantage of this technology as they modernize their IT infrastructures.

BIOGRAPHY

As Vice President of Marketing, Commercial Products, for FUJIFILM Recording Media U.S.A., Inc., Rich is responsible for the marketing of data storage products, value added services and solutions. Rich joined Fujifilm in 2003 as Director of Product Management, Computer Products Division, where he oversaw marketing of optical, magnetic, and flash storage products.

Rich has more than 25 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 the marketing of data storage products. Prior to that, Rich worked for the Recording Media Products Division of Sony Electronics.

Rich participates in several industry trade associations including the Active Archive Alliance, the Linear Tape-Open Consortium (LTO) and the Tape Storage Council. Rich also manages Fujifilm's annual Global IT Executive Summit.

Rich holds a BA from the University of Richmond and an MBA from Fordham University.