Brendan Wolfe, Director, Product Marketing, Primary Data

TITLE

Reduce Costs and Increase Performance Through Machine Learning for Data Management

ABSTRACT

Learn how a Fortune-100 enterprise deployed a machine-learning metadata engine, enabling intelligent data management to scale with the explosive growth of their data.   This enterprise increased utilization of their existing storage, while greatly lowering future planned capital expenses by reducing the need to overprovision their infrastructure to meet application SLA requirements. Being able to non-disruptively move application data in a global namespace removed the guess work out of their storage planning, while increasing the performance of their heterogeneous storage environment.   Managing data growth while keeping operational expenses low requires high levels of automation. Primary Data‰Ûªs metadata engine and extended data services continuously optimize the flow of data across their enterprise and into the cloud, automatically placing the right data, in the right place, at the right time.

BIOGRAPHY

Brendan Wolfe is Director of Product Marketing at Primary Data. He was previously a Senior Marketing Manager on the NetApp Open Systems team, where he worked to help enterprise technology vendors make the changes necessary to engage the enterprise open source community with authenticity. Prior to NetApp, Brendan worked in Product Marketing at SanDisk and Fusion-io, as well as Averna and Matrox in Montreal. He holds degrees in both Computer Science and International Business from universities in the United States and Canada.