Chuck Piercey, TidalScale, Inc.

TITLE
Achieving a Truly Software-Defined Data Center

ABSTRACT

Software-defined storage solutions have allowed data centers to achieve impressive new levels of flexibility and scalability for storing, accessing and managing data. But even among the most advanced IT infrastructures, servers remain a fixed asset. Virtualization solutions have helped extract more usability from a single server, but when unpredictable workloads and ever-larger data sets overwhelm existing servers, traditional virtualization platforms offer no help. What enterprises need is a way to marshal the servers they already have in house (or in the cloud) to create one or more virtual systems perfectly sized to handle that task. In other words, they need a way to do for servers what software-defined solutions have done for storage. Only then can they achieve a true software-defined data center. In this session, Chuck Piercey, one of the four co-founders of TidalScale, will explore the fundamental technology behind software-defined servers, and what they mean for modern data centers. A software-defined server combines multiple commodity systems into one or more right-sized servers. Users and applications see all the resources associated with those servers ‰ÛÒ memory, CPUs, storage and network ‰ÛÒ as belonging to one system. Users are able to configure and boot a new server in a few minutes. No modifications to operating systems or applications are required.   Attend this session to learn what this development means for the efficient operation of on-premise and cloud data centers, and how software-defined server technology provides the final piece of the puzzle for enterprises looking to gain more usable life and value from their existing IT assets‰ÛÓand to achieve the ultimate goal of a true software-defined data center.

BIOGRAPHY

Chuck is a long time Silicon Valley product manager who focuses on investigating customer needs and how those translate best into products and businesses that deliver customer value, build customer loyalty and build lasting businesses. Chuck uses a multifaceted approach to product and business creation that blends user needs, opportunity analysis, product strategy, technology understanding, marketing and business perspectives into a coherent end-to-end offering for software and hardware products. He has extensive experience in sales, product management, pricing, forecasting, market research, public relations, partner management, developer marketing and marquee account management for software and hardware products.