Shahar Noy, Senior Director of Product Marketing for Data Center Storage Solutions, Marvell Semiconductor Inc.

TITLE

Exploring How New NVMe-oF Architectures Can Help Advance Solid State Drive Performance in the Data Center

ABSTRACT

With cloud and enterprise data centers becoming increasingly virtualized and expected to simultaneously serve the needs of multiple tenants (each having their own specific workload requirements), the industry is in need of radical changes in data storage infrastructure architecture. In most cases, while data centers' processing and networking functional capabilities tend to be more than adequate, their data storage reserves are starting to be placed under unprecedented levels of strain. Disaggregation is therefore increasingly recognized by the industry as an unavoidable necessity - allowing the hardware utilized for data storage activities to be separated from that which is allocated to networking and computational tasks. In the proposed presentation, Marvell's senior director of product marketing for Data Center Storage Solutions, Shahar Noy, will describe how NVMe-over-Fabric technology will drive the move towards disaggregated data storage in next generation data center infrastructure. He will then explain how this approach will enable solid state drive (SSD) architectures to be optimized to address particular workload demands (in relation to operational performance, power consumption, capital expenditure, etc.), and the key benefits that can be derived in terms of greater utilization of resources, heightened data throughput and significantly reduced latency.

BIOGRAPHY

Shahar Noy is senior director of Product Marketing for Data Center Storage Solutions at Marvell. Shahar joined Marvell's superhero family in 2017 and other than occasionally saving the world he is busy resolving some of the biggest storage challenges in modern data centers. With over 15 years of industry experience, Shahar and his team play a vital role in the definition, planning, development and marketing of the company's cutting-edge products and solutions targeted to enhance storage performance and efficiency for both cloud and enterprise applications. Shahar is also involved in continuing the build-out of the ecosystem of emerging technologies and technology partners.

Before joining Marvell, Shahar was senior director of Strategic Marketing & Business Development at Micron Technology incubating new consumer and enterprise SSD products and leading the first removable NVMe solution. Prior to this, he was responsible for consumer, mobile, enterprise and industrial segments at SanDisk, winning some of the first mass volume TLC NAND designs.

Shahar gained his bachelor's degree in Electrical Engineering from the highly respected Technion - Israel Institute of Technology. He also has an MBA from the Marshall School of Business, at the University of Southern California. Shahar admires Tony Stark for his perseverance, intelligence, natural curiosity and cool tech suit – as you can guess, his favorite superhero character is Iron-Man.