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## **Virtualization for the Digital World – How to Adopt a Tiered Storage Management Strategy**

Data continues to flourish and shows no signs of declining – especially in the digital world. Companies continue to throw hardware at the problem and overprovision storage resources - which jacks up the cost of managing storage and impacts performance.

Storage Virtualization has become an economical and efficient way to manage video clips and streaming media without having to buy more servers and removes the headaches of managing this digital data without impacting the users who need constant access to their digital files.

Until now, consolidating servers, moving millions of video clips and streaming media to tiered storage, has been difficult, involving countless overtime hours. With Storage Virtualization and tiered storage management, however, it is easy to invisibly move outdated video and media off to tier 2 storage and tier 3 storage or to archive without impacting designers who need constant access to their media files.

This talk will discuss relevant issues surrounding digital media management and how to implement an effective tiered storage management strategy leveraging Network File Virtualization to significantly reduce complexity, improve performance and reduce overall management costs

Dr. Baratz is a highly regarded technology executive with an extensive array of operational and management experience. His experience includes leadership positions at information technology startups, established industry leaders and private equity firms. He has a proven track record of successfully taking new technologies to market and helping companies achieve higher levels of market acceptance.

Widely known as the first president of the Software Products and Platforms (JavaSoft) division at Sun Microsystems, he led the growth and adoption of the Java platform from its infancy to a robust platform supporting mission-critical applications in nearly 80 percent of Fortune 1000 companies. Baratz has also served as managing director at E.M. Warburg, Pincus & Co.; CEO and president of Versata Inc.; CEO and president of Zaplet Inc.; CEO of Delphi Internet and he has held a number of executive positions at IBM.

Baratz holds both a master's degree and a doctorate in computer science from the Massachusetts Institute of Technology. He received a bachelor's degree in mathematics and computer science from UCLA.