

Bob Brown Vice Chairman & CEO BlackBall, Inc.

Understanding and Managing Unstructured Information

There is an explosion of rich media file types, and chaos is the result! The computer industry is being forced to address the fact that we're all storing more and more files, and they don't all end in .doc or .exe. The old file/folder metaphor is unable to scale. More and more, users are unable to locate critical files when needed -- and some analysts have posed this happens over 35% of the time. Digital Asset Management, Document Management, Content Management, Content Delivery, Search & Retrieval, Storage Management, and Databases are all being stretched beyond the capabilities of their systems as the world turns to real-time interaction with unstructured rich media content. This trend is driving the need to more effectively and efficiently store, manage, index, find, and deliver these new unstructured rich media file types for a real-time, interactive world.

Bob Brown is the CEO of BlackBall, Inc., with over 20 years of experience; he has an extensive background in storage management, network management, Internet collaboration, and telecommunications. As President and COO of Contigo Software, he successfully grew revenues from \$800k/yr. to \$4.4M/yr. in the first year. Contigo was merged with Evoke Communication to enable an initial Public Offering (IPO) of the combined companies. As Vice President of Corporate Development for Seagate Software and Seagate Technology, Mr. Brown was the mastermind behind the \$3.1 billion acquisition of Seagate Software by Veritas Software. Running 6 business units as Vice President of Products at Arcada Software, a Conner Peripherals subsidiary.

Mr. Brown was the driving force and visionary behind the industry standard Backup Exec product line where revenues grew from \$1M/yr. to \$220M/yr. in 3 short years. His distinguished career in storage management began in 1987 as Vice President of Engineering at Emerald Systems, where his product releases grew revenues by 900% in just two years and developed the first MS-Windows backup product, the first shared tape drive on a file server, and a tape format patent that is now widely used in the industry as a standard that creates the media directory "on-the-fly" as the backup happens ensuring that the information in the directory is accurate and representative to the information on media. This approach was utilized by Novell in the SIDF tape format, and Microsoft in the Microsoft Tape Format, MTF. While at Seagate Technology.

Bob was a co-founder and founding board member of the SNIA, Storage Networking Association, an industry standards association dedicated to driving future storage industry standards, best practices and education. Bob is currently on the Advisory Board Council to the Board of Directors of the SNIA.