



# STORAGE VISIONS<sup>®</sup> 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE<sup>SM</sup> EVENT



## **Robert Brown, Vice Chairman & Chief Executive Officer, BlackBall, Inc.**

### **Title**

Understanding and Managing Unstructured Data

### **Abstract**

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. More and more users are unable to locate critical files when needed. Digital Asset Management, Document Management, Content Management, Content Deliver 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.

As a result of participating in this session, attendees will be able to discuss the differences between structured data sources vs. unstructured data sources, grasp the complexities of managing unstructured data, and compare and contrast application vs. platform approaches.

### **Biography**

Robert Brown is our CEO, 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. Bob was also a co-founder and founding Board Member of the SNIA.

*Talk to be given at the Storage Visions<sup>TM</sup> 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6<sup>th</sup> and 7<sup>th</sup> 2007*