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TITLE

Consumer Storage is Going Public -- Power to the People

ABSTRACT

The market drivers and the role of consumer storage is evolving from traditional storage capabilities such as back-up, file sharing, and capacity extension into media serving, content management, remote access, trans-coding, and many more. This transition is possible thanks to a new generation of high speed SoCs that have enough CPU cycle to run multiple applications and connect to multiple clients/users "simultaneously" with no degradation of service/user experience. To take full advantage of this shift in HW design requires a new and fresh look at application development and distribution. In the existing model, most applications are pre-packaged and shipped by the manufacturer. These are closed system with no or very limited ability by the end-user to add, modify, customize, or develop applications. This model has two major problems: first, it limits the ability of the user to customize and upgrade the device they own. The other problem is that it limits innovation by other third parties such as ISVs (independent software vendors). In this talk we would exam in detail and propose a new architectural, distribution, and usage model for the future consumer storage applications. In summary, the move from a close system to an open application architecture.

BIOGRAPHY

Ali Simnad, director of product marketing and business development for PLX Technology, has more than 15 years of product development, marketing, and business development experience. His expertise is in creating and executing strategic marketing plans to expand into new markets by identifying core competences and mapping them with technology discontinuities and market transitions. At PLX Technology, he launched the industry's first media enabled Network Access Storage for consumer and SMB markets. These are a new generation of media enabled personal network storage products specifically designed to meet the stringent requirements for storing and delivering multimedia content. This initiative increased the product footprint from traditional NAS functionality into home gateways, set-top boxes, and PVR/DVRs for delivery of multi-play and video-on-demand applications. Prior to PLX, he held marketing management roles at Ubicom where he spearheaded the successful launch of StreamEngine 5000, the industry's first communications and media processor (CMP). Prior to joining Ubicom, Simnad was at NVIDIA where he managed the marketing of networking, storage, and security products for NVIDIA Platform Processors business unit. He was responsible for launching of many innovative products such as native gigabit Ethernet, ActiveArmor security engine, and the first SATA 3Gb/s for desktop PCs. Earlier in his career, he worked for a number of start ups and public companies, most recently with Digital Link and GoDigital Networks where he introduced a new generation of voice service extension systems and a new class of broadband access devices.