



STORAGE VISIONS® 2010

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



R. Andre Peek, Vice President, Communications Sector, IBM Global Technology Services

TITLE

Demystifying the Cloud for Media and Entertainment

ABSTRACT

Rather than pour more money and manpower into expanding their technology infrastructure, smart companies are embracing cloud computing for their Information Technology (IT) needs.

Cloud computing offers convenient, pay-as-a-you-go access to a range of computing resources (such as storage, servers, applications and services) that can be provisioned and released quickly in sync with customers' computing needs. Companies save big by reducing IT capital expenditures, management headaches and IT personnel.

The technology is particularly well suited for media and entertainment (M&E) companies, who can expect to slash IT costs 50% to 80% by moving to the cloud.

For instance, many M&E companies experience huge seasonal fluctuations in data and computing needs. Think sports franchises or TV series. The cloud's "elastic" ability to easily scale up and down services on demand eliminates the need to over-purchase (only to sit idle much of the time) expensive IT resources to support their digital media environment. M&E companies also typically have huge, ever-growing libraries of digital media they need to archive for infinity. Because cloud service costs are proportional and scaleable, M&E companies can add cloud-based storage on an as-needed basis and eliminate hardware management costs altogether. And for M&E companies that need an online platform to distribute digital media, the cloud offers a low-cost ecommerce platform.

This presentation will take the mystery and esoteric-nature out of cloud computing for M&E companies seeking a solution. It will explain:

- Different service models available (for example, software-, platform- or infrastructure-as-a-service) - Cloud models (for example private, public, hybrid, etc.) - How they can cut costs, improve process speeds and grow market share with cloud computing
- What criteria to consider when choosing a cloud offering
- How to connect users, processes and data to the cloud
- Security considerations and solutions

BIOGRAPHY

As Vice President, Global Technology Services, Andre leads sales and business development for outsourcing services within the Communications Sector for IBM Global Business Services, which includes the Energy & Utilities, Telecommunications, and Media & Entertainment industries. Andre has responsibility for developing and leading client engagements that result in long term IT managed services relationships with clients within this sector. Within his role, Andre leads teams comprised of multiple IBM and partner competencies who package and deliver comprehensive IT solutions including infrastructure, hosting, and application management.

Andre has held key roles within product development, sales, and executive management within his 30 year career in IT. Andre's background and perspective is informed by significant experience with clients within the media industry and in addressing the differentiated needs within both mid-market and large client segments. Other positions Andre has held within IBM include; Global Marketing Executive, mid-market services, Segment Executive, High Availability and Disaster Recovery Services, and Business Unit Executive.

Mr. Peek graduated from Tennessee State University with a BS in Electrical Engineering.