



STORAGE VISIONS® 2010

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TITLE

Object-based Storage for Digital Content

ABSTRACT

The proliferation of unstructured or file-based data (content) continues to grow within organizations of all types and extends to the consumer community. The prospect of storing billions of files over Petabytes of capacity is becoming reality and exposing the challenges and constraints of traditional file systems. Object-based storage delivers a new way of storing, protecting and ensuring access to all types of rich content in the short-term and over the long-term horizon. Companies across industries as diverse as oil & gas, financial services, health care and media & entertainment are facing a common problem with their unstructured data assets. An object approach to storage enables organizations to store rich, descriptive metadata with each file and persist it over time; Content in Context. It can be used to intelligently manage the life cycle of content for a retention period, intelligent replication and distribution, authenticity for compliance and evidentiary purposes. This persisted metadata also provides for the long-term preservation of content by ensuring that it can be indexed in the future and located, if the original managing application is no longer in use. The benefits of object-based storage include clustering on affordable, commodity-based hardware and a cloud-like infrastructure. Ease of use, massive scalability, and accessibility using standard file and web protocols are also key attributes of object-based storage.

BIOGRAPHY

Derek Gascon is a 20-year veteran in the technology industry where he has led market and product strategies for archiving and content management software and solutions for over a decade. Prior to joining Caringo he served as Senior Director, Global Product Marketing at Hitachi Data Systems where he was responsible for the company's content storage products and led a global line of business for archive solutions. As VP of Strategy & Planning for Convera he set product direction for its video content management software in the broadcast, media and entertainment industry. Derek's article on managing video content was published in the SMPTE Journal and he has written several white papers on content management and archiving. His career also includes senior management positions at StorageTek leading archive software strategy and Qwest Communications running multiple IT teams. Derek holds an MS in Management & Organization from the University of Colorado and a BS in Business Information Systems from San Diego State University.