



STORAGE VISIONS® 2010

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE

Tape Without Pain: Why Digital Assets Should be Captured on Tape

ABSTRACT

As broadcasters shift to digital and High Definition programming, the need to transition to file-based workflow becomes a necessity to effectively manage and protect digital archives and have immediate access to data at a moment's notice. HD files are at least four times the size of SD files, so the capabilities of storage are being pushed, and the need for efficient, high-capacity storage increases substantially. IT administrators must address the developing demands in the media and entertainment archiving space, and they must step away from the comfort of analog tapes as technology advances.

This presentation will shed light on the realities of tape storage and will address content access and performance requirements, as well as the technology advancements making it possible to address demanding throughput goals while preserving hundreds to thousands of hours of digital video content. Hossein will examine how advances in tape make it the ideal, most viable storage platform for handling growing video data sets -- all at much faster speeds and while making it easy to retrieve video content on the fly. He will also show why tape makes sense as a pain-free component of a tiered archiving ecosystem.

Hossein will shed light on power consumption comparisons and energy cost considerations for end-users evaluating both disk and tape solutions. Modern tape libraries address a common hardware footprint constraint by offering high density without taking up a lot of floor space in the data center. Additionally, storing archive data on tape can help cut power consumption costs by 50 percent compared with storing the data on disk. This presentation will demonstrate how high-capacity tape storage doesn't equate to a high electricity bill.

BIOGRAPHY

A key employee since 1984 and the former vice president of advanced engineering, ZiaShakeri was named senior vice president of strategic marketing and business development in 2004. In this new role, he will focus on strategic partnerships, business development and analyst relationships to enhance Spectra Logic business and marketing initiatives and help maintain the company's leadership position in product innovation and business success.

ZiaShakeri has more than 20 years experience in digital and analog hardware design; firmware/software development; and design engineering and management of storage subsystems and test equipment. In 1996, he formed Spectra Logic's advanced engineering department to define, lead the execution of and establish Spectra Logic as a technology and market leader in Network Storage. Under his leadership, Spectra Logic's SAN and NAS strategy led to the development of intelligent interface technologies supporting Fibre Channel, NDMP, ITP (Internet Tape Protocol) and iSCSI on all Spectra Logic products. ZiaShakeri earned a bachelor's of science degree in electrical engineering from Georgia Southern University in 1982.