



# STORAGE VISIONS<sup>®</sup> 2010

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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## **TITLE**

**Cloud Storage Tomorrow**

## **ABSTRACT**

The prevalence of cloud storage among media companies delivering billions of video, audio, image, interactive and streaming files to millions of global users is growing. So, how can cloud storage companies evangelize secure storage and prepare the market for the inevitable shift to the cloud when the market continues to take comfort in hardware?

Well, in ten years, try making a copy of every video on YouTube. (You won't be able to) The growth rate of video and other unstructured data will eliminate replication as a storage option – infrastructure costs would be too expensive and mathematics prove it would be unreliable to the point of failure – the “growth barrier of data storage” so to speak. While the rise of cloud storage provides the promise of economic reprieve, many continue to suffer separation anxiety regarding mission-critical data.

In this session, storage expert Chris Gladwin addresses what enterprise cloud storage shifts will occur when the “growth barrier” of data storage is reached – the point at which the ballooning volume of data will limit the effectiveness of then-current go-to market solutions. IDC estimates we'll experience a 10X increase in data by 2011, and everyone will need to be ready for the cloud.

## **BIOGRAPHY**

Kumar is responsible for business development, sales and go-to-market channel partnerships for Cleversafe. He is also responsible for creating, managing and developing strategic customer accounts and partnerships for Cleversafe internationally.

Prior to joining Cleversafe, Kumar was responsible for business development at Motorola's Early Stage Accelerator and Ventures Group where he focused on commercializing Motorola's innovation and driving the strategy for the Corporate Technology Office in the Mobile Internet, Social Networking and Web2.0 space. Kumar has also worked at an emerging telecommunication company in Chicago, BridgePort Networks, a start-up focused on the convergence of cellular networks to voice over IP.

Kumar earned a BS in Electrical and Computer Engineering with a minor in entrepreneurship and business management from Illinois Institute of Technology, Chicago.