



Alex Grossman, VP Media & Entertainment, Quantum

TITLE

How Storage Efficiencies Enhance Content Production

ABSTRACT

In today's "always-on" society, with video available everywhere, anytime and on any device, the demands placed on content producers are tremendous. The way content is acquired, edited and delivered has become increasingly more storage-centric, and supplying consumers with a selection of previously archived content at a moment's notice is a challenge all on its own. The drive to deliver compelling content in 4K and HDR adds to the dilemma. The resulting need for greater capacity, increased collaboration, higher throughput, new tools and support for more processes adds to the complexity of the pipeline. How can content producers address all these concerns and keep both cost and complexity to a manageable level?

In this session, Alex Grossman, Quantum vice president of media and entertainment, will share some insights on how companies are dealing with changes in media production and archive to address these challenges. Attendees will learn how the latest advances in workflow-optimized storage consolidate and simplify the addition of clients, regardless of operating system or connection type; ease configuration and maintenance issues; and provide a powerful platform for tools and applications. Grossman also will describe how new technology enables support for the smallest corporate workflow or the largest broadcast production facility — and everything in between.

BIOGRAPHY

Alex Grossman is Quantum's vice president of Media & Entertainment, with responsibility for driving the company's go-to-market strategy and activities in this key vertical. He joined Quantum in January 2013, bringing more than two decades of industry experience to the role. Before Quantum, Grossman was founder and CEO of Active Storage, a developer of media and Apple®-centric workflow storage solutions. Prior to that, he was an executive within the Worldwide Product Marketing group at Apple, with responsibility for driving the development, marketing and management of Apple server and storage products. Earlier, Grossman served as senior vice president of sales, marketing and new product development at MicroNet Technology Inc., a developer and manufacturer of storage solutions for creative professionals and IT managers. He has contributed to several patents associated with media management and storage technology, and he led the team that developed the first FireWire®-based storage area network.