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TITLE

Genetic Diversity: What is it? Why do I need it?

ABSTRACT

In this day and age, your content is not only threatened by acts of Mother Nature, but is also susceptible to cyber-attacks. Forms of attack, that we previously didn't think possible, include: embedded Malware in Firmware, electromagnetic pulses (EMP) and intentional electromagnetic interference (IEMI). Genetic Diversity is a new concept that describes utilizing various storage mediums, as opposed to one exclusive technology, to protect your data from multiple threats. The failure to employ genetic diversity in the shape of data storage mediums, can be detrimental to media and entertainment operations. To digitally preserve your assets, it is essential to archive across varying data center locations and multiple storage mediums, such as disk, cloud and tape. Doing so helps to mitigate the risks associated with archiving data on one specific platform (disk only). In this session, we will discuss new sets of threats endangering information today and simple methods to assure the survival of content after such attacks occur.

BIOGRAPHY

A key associate since 1984 and the former vice president of advanced engineering, ZiaShakeri is responsible for Spectra Logic's Business Development and Strategic Alliances. Hossein is also a member of company's technology leadership team to maintain the company's leadership position in product innovation and business success. ZiaShakeri has more than 30 years of experience in design, engineering and management of storage subsystems.