



## **Ingo Fuchs**

### **Product Marketing Manager, Quantum**

#### **Title**

How Storage Technologies Can Improve Archiving for Media & Entertainment

#### **Abstract**

Entertainment and media professionals are creating and storing more content than ever before. In 2007, more than 700 petabytes of storage hardware was required, and this number is expected to hit 2.4 exabytes by 2012. A key driver for this massive growth is the booming trend toward higher-definition (HD) content. Archiving in the entertainment and media market is propelled by both the need to cost-effectively retain content for re-use and the need to convert historical analog video and movie content to digital form in order to prevent degradation.

This session will teach attendees how to embrace the move toward HD content without compromising their IT budgets and effectively use active archives for long term retention, rapid data sharing and content protection. Attendees will also learn how to leverage storage management software and highly efficient de-duplication technology to improve the utilization of their archives.

#### **Biography**

Ingo Fuchs is the product marketing manager for Quantum's software line including StorNext, StorNext FX and AMASS data management software for high performance workflows and intelligent archiving. He is responsible for increasing overall market awareness of Quantum's software solutions and supporting worldwide software sales operations.

Prior to this position, Fuchs was the product manager for Quantum's software where he was responsible for driving the product roadmap. He has over 10 years technology and product management experience and has worked for such companies as IBM and EDS.

Fuchs is a published author on various storage-related subjects and has been actively involved in projects ranging from server infrastructure, high-availability, storage area networks, network attached storage, to backup and archiving. Fuchs has an engineering degree from the University of Cooperative Education in Mannheim, Germany.