



Mike Maxey, ParaScale

TITLE: Cloud Storage 101 - Leveraging the cloud to store and deliver digital content

ABSTRACT

Maximizing the value of digital content is a requirement for all companies, but it is especially critical for companies in the media and entertainment industries. These businesses need solutions that let them quickly deliver the most current popular content while making rich pools of archival content available for customers around the globe, sometimes in multiple languages. Cloud storage was designed to address the unique needs of digital content storage and archival. With virtually unlimited volume and file sizes it shatters the limits imposed by traditional NAS solutions while leveraging commodity hardware to deliver a very affordable solution. With cloud storage, content owners can easily share their content to the widest range of customers. In this session will cover the basics of cloud storage, offer strategies for effectively deploying it alongside existing solutions and explain how the technology solves the needs of content professionals.

BIOGRAPHY

Mike Maxey is Director of Product Management at ParaScale where he oversees the product direction and company roadmap. Previously, he was the Product Manager for EMC-Rainfinity, the world leader in Global File Virtualization. Prior to EMC, Mike worked at McDATA managing the fiber channel Director Line of Business. He also has experience as a Senior Storage Analyst at The Edison Group where he specialized in providing competitive intelligence and product direction to leading storage vendors. His expertise is in the areas of storage networking, virtualization, IP storage, data availability solutions, and information management technologies.