

2016 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE: Why file management and storage is now a big data problem, and how to solve it.

ABSTRACT

All companies with a lot of files need to address the three V's (velocity, volume, and variety) of big data. Putting a plan in place that takes into account the unique obstacles of having media content be a large proportion of your volume and velocity is absolutely critical for generating the fourth 'V'; value. We will look at how storage plays a critical roll in enabling smart access to content.

BIOGRAPHY

Aaron grew up in the industry, his father being talent for ABC-TV and KGO radio, and his mother an executive producer. After college, Edell produced several award-winning documentaries and a show for PBS. In 2007, he joined a start-up called SAMMA systems where he helped design the Emmy award-winning product line that specialized in the migration of legacy video assets to file-based media. SAMMA was acquired by Front Porch Digital in 2008 where Aaron went on to become the senior solutions architect and primary subject matter expert for all the content storage management, broadcast/media workflow, and metadata management products, building solutions for some of the largest broadcasters and media companies worldwide. After Oracle acquired Front Porch Digital in 2014, Aaron joined GrayMeta as a wearer of many hats, primarily building and evangelizing on the core product; automated metadata harvesting, storing, indexing, and centralizing.