

# 2016 Creative STORAGE<sup>SM</sup> CONFERENCE

June 23rd 2016 at the DoubleTree Hotel, Culver City, California



AN ENTERTAINMENT STORAGE ALLIANCE<sup>SM</sup> EVENT



**Jeff Greenwald, Acting Vice President, HGST**

## **TITLE: The Five States of Data—and the Cloud**

### **ABSTRACT**

Data in Use. Data in Motion. Data at Rest. Data in Archive. Data Deleted. These five states of data all have one thing in common for broadcasters, film studios, post houses, and media and entertainment companies. All are growing rapidly. Some media companies call data “hot,” “warm,” and “frozen.” Some companies call data “in process” and “completed,” or “dailies,” “stored,” and “delivered.” No matter how you classify data, it’s essential to understand that some workflows need to be fast, with sub-millisecond latencies. Other workflows must be at the lowest cost, collaboratively shared, and preserved. This discussion will rationalize the data types that are going through different stages and show how to optimize for efficiencies – whether in the cloud, on premise, or a hybrid of both.

### **BIOGRAPHY**

Jeff Greenwald is the acting vice president of Marketing for HGST, a Western Digital Corporation brand. Jeff is responsible for leading the marketing efforts for HGST’s emerging cloud infrastructure products. His team’s focus is to build industry solutions that provide vertical market workflows for various customer use cases. Customers in media, broadcast, health care, high performance computing, and other industry sectors need solutions that integrate exactly with ISV and other industry-standard software specifically in the workflows of these verticals. Jeff has over 25 years of experience in these markets and has led vertical and product marketing teams at IBM, Sun Microsystems, and, most recently, at Hitachi Data Systems where he led the Alliance and Market Development team in the telecom and M&E market sectors. He has a BA from Stanford University and an MBA from UCLA. He has made customer visits in over 30 countries and has spoken at symposiums, technology conferences, and industry trade shows from Barcelona to Singapore, London, Las Vegas, and New York.