

# 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



**Joe Arnold, Founder and Chief Product Officer, SwiftStack, Inc.**

## **TITLE: Object Storage with File Access in M&E Workflows**

### **ABSTRACT**

With increased demand for storage driven by higher resolution formats and more cameras than ever before, a Petabyte is the new Terabyte when measuring storage. Modern workflows generate petabytes of data that need to be ingested, processed, curated, distributed, and durably stored for decades while remaining online and accessible. As such, storage for these environments must be done differently not only to support the scale of data, but also support the pay-as-you grow business model that aligns with how media projects are funded. As a result, many MAM / DAM software vendors have or have started to refactor their applications to leverage object storage in addition to classic file access interfaces. This presentation will share new capabilities being designed into object storage solutions to allow both modern and classic applications to collaborate on the same data. As an extension of on-premises storage, the object storage architecture also enables the use of public cloud storage to serve media assets closer to the providers and subscribers that need to access those assets. Included in the presentation will be case studies for Dreamworks Animation and Pac-12 Networks, two organizations who adopted an object storage architecture to overcome the limitations they had in file-based workflows supported by scale-out NAS.

### **BIOGRAPHY**

Joe Arnold founded SwiftStack to deploy high-scale, open-source cloud storage systems within private data centers. Joe leads the SwiftStack product organization, and collaborates with IT experts in data-centric businesses to build technology that enables them to deploy and manage storage at cloud-scale, without the need for dedicated storage personnel.