

# 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



**Michelle Munson, CEO & co-founder, Aspera, an IBM company**

## **TITLE: Moving content into the cloud for media and entertainment workflows**

### **ABSTRACT**

As the size and volume of content files continues to grow, the cloud's scale-out transfer, storage and compute capacity makes it a highly attractive, future-proof option for media and entertainment workflows. But moving content into the cloud can be challenging. Even file upload services offered by cloud platforms are too slow for today's fast-turnaround media workflows. This session will describe the technology behind a new transfer service for cloud storage that offers maximum speed file transfers, enabling multiple Gigabytes to be ingested in seconds—100 Terabytes a day with scale-out clusters—directly to all major cloud platforms. The automatic, easy-to-use, multi-tenant service provides the speed, security and reliability required for fast, efficient media workflows.

### **BIOGRAPHY**

Michelle is co-inventor of Aspera's Emmy® award-winning fasp™ transport technology and is responsible for overseeing the company's direction in collaboration with co-founder Serban Simu. Michelle was a software engineer in research and start-up companies including the IBM Almaden Research Center before founding Aspera in 2004. She has dual B.Sc. degrees in Electrical Engineering and in Physics from Kansas State University and was a Goldwater Scholar for achievement in Science and Mathematics, and later a Fulbright Scholar at Cambridge University where she received a postgraduate Diploma in Computer Science. She was the 2006 KSU College of Engineering Alumni Fellow (the youngest recipient ever), and has received national achievement awards from Glamour Magazine and USA Today. Michelle is also a frequent speaker on technologies and trends around big data transport, cloud infrastructure, and mobile.