

2017 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCETM EVENT 



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TITLE: How machine learning can make your storage smarter

ABSTRACT

There was a time, not too long ago, when organizations stored their files in folders, and the name of the folder coupled with the file name was the only metadata for that file. DAMs and MAMs came along to try and help, but really were extending the same method for organizing assets. Assets are the life blood of a lot of companies, shouldering the cost of both creating and storing them. Why not extract as much value as possible out of these assets. Make them searchable, discoverable, and actionable in ways that were never possible before. 80% of the data these companies pay to store is 'Dark Data' - meaning its inaccessible and unknown. This talk is to discuss the emerging technologies coming out of the likes of Google, Microsoft, IBM, Amazon and others that can be harnessed to unlock this dark data. Turning this dark data into valuable insight is key for the future of file storage and data management. As the velocity with which digital content is created and needing to be stored increases, so to does the complexity of storing it, finding, it and making it useful. Lets talk about how machine learning and other technologies can make files searchable, discoverable, and actionable.

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. Edell has spoken at dozens of events on these topics, including the Creative Storage conference 2016.