

# 2017 Creative STORAGE<sup>SM</sup> CONFERENCE

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



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## **TITLE: The reality of cost effective Cloud Storage for Media and Entertainment applications**

### **ABSTRACT**

The cloud rush is on in the Media and Entertainment industry. Vendors are adding cloud processing and cloud storage to their applications, while companies create hybrid cloud strategies and redesign workflows. The trouble is the cloud is turning out to be more complex and more expensive than it promised to be. Let's take a step back and look at the economics of integrating cloud storage into your workflow. We'll present models for evaluating LTO tape versus the cloud storage and the dollars and cents of implementing a hybrid data storage solution versus tape and in-house storage. Armed with these techniques, you'll be able to apply the models to make cost effective storage decisions for your business.

### **BIOGRAPHY**

Andrew Klein has 25 years experience in the cloud storage and computer security fields. He has previously worked at Symantec, Checkpoint, PeopleSoft and Baan, as well as startups throughout the Silicon Valley. During his career, he has presented at the Federal Trade Commission, RSA, the Commonwealth Club, and at over 50 other data and computer security events. His current passion is making the preservation of your digital assets as easy as possible.