

# 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: Is Open Source, Software Defined Storage Ready for Media Workflows?**

## **ABSTRACT**

As media companies look cautiously at new media corporations like Amazon, Facebook and others investing in content creation, there's another page in the book being studied. Their data cloud IT storage infrastructures. Emerging object storage and established Linux distribution provides have embraced a radically different open source development model, and are offering software defined storage products based on technologies like OpenStack, Swift, Ceph and Gluster. But is it safe to trust your content to these modern technologies? Can it handle the performance requirements of 4K / UHD content production workflows? What about trusting your finished asset repositories to private clouds based on open source technologies? This talk will explore what's different from the upstream / downstream development model, sample how some of these software-defined technologies are differentiated from traditional NAS / SAN appliance approaches, and give some guidance on what technologies may make sense for current media workflows.

## **BIOGRAPHY**

Naveed's role as a Storage Solution Architect for Red Hat's Storage Business unit positions him as the primary technical point of contact and presales engineer for IT Organizations considering a software defined storage solution to accommodate the needs of the organizations business requirements. Covering the Southwest United States, Naveed is frequently engaging with various companies within the entertainment industry to enable seamless, efficient, and cost effective storage and distribution of rich media content.

Prior to joining Red Hat, Naveed played an integral role as the Technical Lead and Senior Storage Solutions Architect for Dell EMC's Converged Platform Professional Services division. During this time, Naveed was instrumental in the design, integration, and expansion of Converged and Hyper-converged engineered solutions across numerous production data centers for Fortune 500 Companies across the West Coast.