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TITLE: The Tenets of a Modern Storage Solution (The Front Lines of Media and Storage)

ABSTRACT

Historically, media and entertainment organizations have relied upon "traditional" interfaces, file structures and middleware (hierarchical storage managers) for their digital content storage. With the advent of modern storage technologies, traditional models are now questionable for long-term storage as they leave end users strapped with complex, high cost, and proprietary formats.

  Enter the modern storage solutions – capable of meeting new demands in the digital supply chain. To adapt to the unrelenting and ever-evolving media landscape a modern storage solution should incorporate four key tenets to achieve a technology edge: ongoing value, control, openness and efficiency. Advancements have enabled users to intelligently store and manage assets on flexible, seamlessly scalable object storage platform on multiple tiers of storage - that includes on primes and public cloud - in most efficient manner for varying workflows. This modern approach to storage creates a balance between speed of access, and overall cost – while addressing business objectives and market trends.

 Join Spectra as we discuss the four main tenets of a modern storage solution and how leveraging them can help thrust your organization into the forefront of the media and entertainment battle field.

BIOGRAPHY

Chris May is a proven leader in the media and entertainment market with more than 20 years of network broadcast experience on both the client and vendor side. May was involved in the successful building, management, deployment, implementation, and selling of complex digital media solutions for networks and digital media companies. These complex solutions included playout to air, workflow automation, ingest, curation, logging, edit, archiving, metadata schema, and distribution of media assets to networks, digital platforms, and mobile devices. May currently serves as a media and entertainment development specialist at Spectra Logic corporation, where he oversees the biz development for all of North America.