

2018 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Diamond Lauffin, Chief Evangelist, Design Architect and Cofounder, Storbyte

TITLE: Are all Flash Drives Created Equal?

ABSTRACT

Arguably, one of the main benefits of flash technology is its speed. With this speed and efficiency come greater scrutiny when this speed is impacted. Taking a process that clocks at six hours down to one hour is quite an improvement. When that process slows to 1 hour 20 minutes, people want to know why. The purpose of this session is to provide the answers as to why and illustrate a solution for the material impacts of NAND Dies, blocks/erase blocks and their segments called pages and how they play in the execution of garbage collection, write-cliff, The Flash Translation Layer (FTL) stale block management, Logical to Physical address translation (LPT) and other nuances of flash technology. We all address the question Is the standard 2.5 SSD format really the “Go Forward” format for an Optimized Data Center model?

BIOGRAPHY

Diamond Lauffin has established a reputation for creating and building some of the most dynamic non-direct System Integrator and VAR sales models and go-to-market strategies in the industry. With a distribution strategy modeled on productivity and efficiency, Lauffin created and introduced a singularly unique program that came to be referred to as ‘The Lead Registration Program.’ This program was the catalyst that produced a level of loyalty and support from an indirect sales channel that was unparalleled for any middle market company.

Mr. Lauffin founded The Lauffin Group in October 2006 and serves as its Chief Executive Officer. He is co-founder of Nexsan and served as Executive Vice President of sales. Mr. Lauffin served as the Vice President of Channel Development for FileTek, Inc. Mr. Lauffin served as Executive Vice President of Nexsan Corporation (a/k/a Nexsan Technologies, Inc.) until January 4, 2007 and served as its Consultant until January 4, 2008 and Senior Executive Vice President. From January 2001 to October 2006, he served as Senior Executive Vice President of Nexsan Technologies, a computer disk storage manufacturing company, where he oversaw sales and business development.

As the co-founder of Nexsan North America, he is credited with introducing and evangelizing the concept of Enterprise Class ATA/SATA and D2D backup utilizing ATA technology. Prior to joining Nexsan, Mr. Lauffin was responsible for worldwide sales and market development at Qualstar Corporation, a manufacturer of tape libraries for data storage backup. While at Qualstar Mr. Lauffin was recognized for developing a unique approach to supporting and managing an indirect sales channel utilizing VARs and system integrators. His sales model provided a key component for the successful completion of the Qualstar IPO. Mr. Lauffin then took his proven model and established it as the foundation for launching the development of the Nexsan Technologies System Integrator and VAR channel development program worldwide.