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TITLE: How to Do More with Less: Key Data Management Trends to Keep You Competitive in Today's Economy

ABSTRACT

The presentation will focus on key data management trends that are positively impacting the move towards the distributed, collaborative nature of content creation and the economic benefits of consolidating content repositories for digital re-mastering, multi-modal distribution and active archives.

Using customer examples that clearly demonstrate the benefits of these implementations, the presentation will illustrate ROI and impact on customers to maintain the highest levels of quality, creativity and timely delivery, while driving efficiencies for personnel managing the data storage and server infrastructure in these media operations.

Trends covered include scale-out architectures for animation, special effects as well as active archives. The implementation of security technologies to maintain security within and between facilities during production and post-production workflows; as well as the impact of security on content delivery as it moves towards a much more decentralized business model will be described.

The benefits of open standards, protocols and trends in storage technology adoption will be addressed, as will the role of metadata, virtualization and de-duplication in media environments.

BIOGRAPHY

C. Jason Mancebo is the Senior Manager of Technical Marketing at NetApp, a leading provider of data storage and management solutions. He leads a team focused on providing customer focused solution research for solutions and documentation in the fields of archiving and storage efficiency. He's a 20-year veteran of the technology industry with considerable experience in technology evangelism, development and management and is a frequent contributor to several industry publications.

Mr. Mancebo is the current Treasurer of the San Francisco section of the Society of Motion Picture and Television Engineers (SMPTE) and holds seven U.S. patents pending in the fields of real-time shared storage, storage cataloging and virtual filesystems. He was one of the first professionals in the field to exploit common computer and network technologies to expand functionality, create new price points and simplify workflow, in the field of digital media. □ He coined the phrases "Content Intelligent Storage" and "Centrally Distributable Assets."

Mr. Mancebo is the current Treasurer of the San Francisco section of the Society of Motion Picture and Television Engineers (SMPTE). He resides in Half Moon Bay, California and enjoys wine and jazz in his free time.