



**Dean Neumann, Director, Product Marketing, Bycast**

**TITLE: Outsourcing Storage and Archival of Digital Content:  
architectures & business models for private & public clouds**

**ABSTRACT**

Cloud storage offers attractive economics for long term storage of content, but providers of remote storage and archival services must be prepared to offer extremely high service levels to meet the requirements of studios, post houses and broadcasters which own or access large asset libraries. In this talk, Dean will present the architectural and business implications of providing online, nearline and offline storage and archival services at Petabyte scales using private and public cloud models. Issues such as workflow integration, content preservation and bandwidth requirements are discussed, along with deployment options which ensure that users have uninterrupted access to their digital assets even during network interruptions and despite site disasters. Architectural implications of providing islanded operation, multi-site environments and content migration will be discussed, punctuated with real case studies and horror stories.

**BIOGRAPHY**

Dean Neumann is the Director of Product Marketing at Bycast Corporation, where his responsibilities include developing new markets and new solutions for very large scale, multi-generation digital archives based on the Bycast StorageGRID software platform. Prior to joining Bycast, Dean held various positions at Intel Corporation, most recently as the Strategic Planning Manager responsible for the introduction of advanced technologies into embedded and communications markets.

Dean holds undergraduate and graduate degrees in Computer Science from Simon Fraser University in Canada, and is a member of the Institute of Electrical and Electronics Engineers.