

# 2009 Creative STORAGE<sup>SM</sup> CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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**Richard Villars, Vice President, IDC**

## **TITLE: Whats in Store for storage in Content Delivery or Content Archiving**

### **ABSTRACT**

Provide insights into how new storage technologies (SDS, SAS, massive scale out storage systems) will effect content delivery and content archiving efforts in media and entertainment. Examine the potential role/use of cloud storage and assess competitive offerings from Internet and telecommunications service providers

### **BIOGRAPHY**

As Vice President, Storage Systems , Richard Villars is a senior member of IDC's Storage research team which assess the development and adoption of storage hardware and software solutions. He develops IDC's viewpoints on the evolution of storage networking infrastructure and next-generation storage technologies. He advises clients on the impact of tiered storage, virtualization, and cloud services on organizations' storage and information management practices. Mr. Villars is a frequent speaker at industry and Wall Street conferences. Most recently he has spoken to businesses leaders in the US and Japan on managing storage capacity growth and designing storage solutions for large content repositories.

Mr. Villars has spent 22 years at IDC assessing emergence of network technologies and products as well as advising companies on the impact of networking, ecommerce, and storage IT and general business practices . He launched IDC research on ethernet, TCP/IP, the Internet, storage area networks, network-based storage virtualization, and storage in telecommunications. He has testified about the impact of ebusiness on small business before the US Senate Committee on Small Business and spoke about the influence of ecommerce on high tech manufacturing.

Mr. Villars is co-author of the book eCommerce for Dummies. He has a bachelor of science in foreign service (B.S.F.S.) from Georgetown University with a concentration in science, technology, and international affairs.