

# 2010 Creative STORAGE<sup>SM</sup> CONFERENCE

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**Bill Moren, Sr. Product Manager, Avid**

## **TITLE: Architecting Collaborative Media Storage - Real-time All the Time**

### **ABSTRACT**

Avid, the pioneer in collaborative storage for media, will explore the architectural elements of storage used in the demanding environment of real-time shared workflows. The key attributes of this class of storage that make it useful in shops that range from small facilities with a handful of editors to the enterprise with potentially hundreds of clients will be presented. Operational problems such as latency, bandwidth, responsiveness, scalability, and availability will be explored in the context of workflows that require ingest, edit, distribution, and playout.

Taking these considerations into account, Avid will present an architectural approach that tackles these problems whether it is for a boutique post-production house or a major news organization. How trade-offs can be made that address the unique value needs of differing classes of users without sacrificing real-time performance will be presented. Factors to be considered when evaluating collaborative real-time storage systems will be offered to wrap-up the session.

### **BIOGRAPHY**

Bill Moren is a Senior Product Manager for Storage at Avid where his responsibilities include life cycle management of the company's storage products for the broadcast and post-production industries. Bill has been with Avid since May of 2004 and has more than 20 years of storage related experience with a focus on real-time, high-bandwidth markets. Prior to Avid, Bill held product management and product marketing positions with SGI, Thomson Grass Valley, and Ciprico. Bill holds a Bachelor of Science degree in Computer Science from the University of Minnesota's Institute of Technology. He has authored numerous articles in addition to speaking at a wide variety of industry events.