

# 2011 Creative STORAGE<sup>SM</sup> CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Alex Grossman, Founder and President, Active Storage, Inc.**

## **TITLE: STATE OF THE MEDIA AND CREATIVE SAN 2012**

### **ABSTRACT**

Collaborative post and broadcast production has never been easy. Today, managing consistent and predictable throughput and latency for multiple users and HD streams that can number into the hundreds, has become one of the toughest infrastructure challenges users face.

In our "do more with less" economy open systems and low cost solutions are not just desired but often mandated. Luckily once again, technology boundaries have fallen away and its possible to build complete end-to-end workflow solutions based on low-cost, open components is not only achievable, but being deployed with 100% predictability and easier to use than ever.

### **BIOGRAPHY**

Alex Grossman is a more than 20 year veteran of the storage industry and a former Senior Director at Apple where he was responsible for driving the development of Apple's server and storage products. Prior to joining Apple, Grossman was Sr. Vice President of Sales, Marketing, and New Product Development at MicroNet Technology, Inc., a developer and manufacturer of hardware storage solutions for creative professionals and IT managers. Grossman has contributed to several patents associated with storage technology and led the team that developed the first FireWire-based Storage Area Network.