

2011 Creative STORAGESM CONFERENCE

June 28th 2011 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Allan Ignatin, Founder and CTO, BitSpeed

TITLE: Getting Data from Here to There - Faster!

ABSTRACT

Today's media and entertainment environments have spent and continue to spend substantial amounts of time and money creating high performance computing, networking, and storage environments. For maximum performance, it is important to balance performance of the network, the servers and the storage to best optimize the movement of data both locally and at great distance.

One item that is considered a necessary "evil" in this balancing equation is bandwidth due to its high cost and significant proportion of operational expense. This session will describe and discuss how a number of these "big data" media and entertainment environments are using technology to not only maximize current bandwidth, but also significantly reduce the need for additional bandwidth.

Discussion topics will include:

- The difference between optimizing applications and WAN optimization
- How WAN "usage" optimization and application acceleration are good beginnings to solve the "big data" transfer problem but don't really address optimization of the network itself
- How data deduplication and delta differencing have no effect on unique data that has not been previously stored, or like that of audio visual producers with big files that have already been compressed and are impossible to dedupe
- How technology can address the speed of both "internal" data transfers in media and entertainment environments, and the performance of data transmissions over long distances.

BIOGRAPHY

Allan Ignatin has 45 years' experience in technology companies, focusing on product innovation and executive management. He is a founder of, investment partner in, and Vice-President and CTO of BitSpeed.

Prior to co-founding BitSpeed, Allan was the founder of Tape Laboratories, Inc. in 1990. During the following 17 years, Allan built TapeLabs into a successful OEM manufacturer of tape subsystems for many well-known major system suppliers, and conceived, developed, and successfully marketed the Virtual TapeServer (VTS), a virtualized system emulating tape libraries and subsystems. Thousands of VTS systems are installed worldwide at stock exchanges, banks, financial services companies, healthcare providers, Telco's, and other major organizations. In 2006, TapeLabs was acquired by Crossroads Systems, where Allan served as Chief Technology Officer.

Before founding TapeLabs, Allan was Vice-President of Sales and Marketing at MegaTape Corporation, an early manufacturer of cartridge tape devices. During Allan's 5-year tenure at MegaTape, the company's sales moved from near zero to over \$16 million, due primarily to his efforts in redefining the company's product line with innovative technologies and OEM-focused sales and marketing.

Allan's career in information technology began in 1965 when he joined IBM Corporation as an Industrial Psychologist, quickly moving to systems design and engineering as his fascination with technology became evident.

Allan graduated from Temple University with both BA and MA degrees in Psychology. While an undergraduate, Allan was a point-guard on Temple's Division 1 Basketball team.