

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

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Janet Lafleur, Director of Marketing, Atempo**

## **TITLE: The Digital Archive's New Leading Role: Active Archiving Throughout the Workflow**

### **ABSTRACT**

Traditionally, archiving was the last step of the creative process. Just before broadcast or distribution, the content would be archived onto a master tape or film and stored in a vault. Now, with digital content and file-based workflows, archives are taking a more active role in the workflow, starting at ingest, throughout edit, into distribution and beyond. By rolling out some creative archive strategies that leverage the archive throughout the workflow, organizations can manage storage growth, protect assets long-term, and simplify monetization of their content.

### **BIOGRAPHY**

Janet Lafleur is a Silicon Valley technologist focused on storage software in the media & entertainment industry. Her special skill is predicting how people will interact with technology, going beyond the "faster, cheaper, better" approach to evaluating technology. As Director of Marketing at Atempo, Lafleur sees major workflow disruptions caused by technology advances like HD, 4K, 3D and digital capture. She is fascinated by the creative new strategies Atempo customers are developing to manage their content explosion, and loves to share their stories. Lafleur holds a degree in Computer Science from Louisiana State University.