

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

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

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Jed Putterman, Co-Founder and EVP of Products, Cloud Engines, Inc**

## **TITLE: Navigating the Cloud and Understanding the Complex Content Delivery Environment**

### **ABSTRACT**

Whether it's a streaming Netflix account, Microsoft's "to the cloud" commercials, or online webmail and banking – the topic of the "cloud" has moved from enterprise geek-speak to an everyday consumer discussion.

Consumers are generating more content now than ever before – every minute, 36 hours of video is being uploaded on YouTube. Analysts predict that by 2013 the average household will contain four terabytes of personal content.

Dan Putterman founded Cloud Engines in 2007 with a mission to change the way personal content is stored and distributed over the Internet by allowing consumers to build their own cloud, rather than be tied to hosted services that often are encumbered with recurring fees and rigid terms of service.

During his presentation, Dan will focus on the explosion of media content (personal and commercial) and the ecosystem of devices and companies growing with it. He will explain how the "personal cloud" relates to business, consumers and those creating, editing and producing rich content. Additionally, Dan will paint a picture of the future that puts all of our personal content online.

He will make sense of the current cloud infrastructure and look at new technology trends, factoring in consumer behavior and desires: research shows that consumers are interested in the cloud, but 88% are worried about who has access to their data.

What does it mean to live in a developing personal cloud ecosystem, who is defining it and how secure and private is it? How will consumers ensure that their valuable content libraries survive the ever-changing formats and storage devices? Cloud to cloud backup is an emerging trend that Dan will highlight. Studies show that consumer use of cloud-based backup and storage sites will grow to more the \$395 million in 2015.

### **BIOGRAPHY**

Jed Putterman was founder and chief executive officer of Snapcentric, a software company focused on real-time application security and acquired by VeriSign in 2005. After the acquisition, Jed led VeriSign's Fraud Detection product group. Jed previously founded Allerez Corporation, acquired by Mercury Interactive Corporation in 2002, and also spent many years as a successful consultant for large companies including Sun Microsystems, SGI and Aspect Communications. Jed graduated from the University of California at Berkeley with a degree in Mathematics and Computer Science.

**Name, etc.**

**TITLE:**