

2015 Creative STORAGESM CONFERENCE

June 30th 2015 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Uzi Yair, CEO, GTB Technologies, Inc.

TITLE: Protecting Content in Today's Perimeter-less Collaborative Environment

ABSTRACT

Today's Media and Entertainment leaders know that new digital channels are opening up daily thus rendering their current security tools useless. The breach of M&E content is not solely a problem of the major Hollywood studios (e.g. Sony). These breaches affect all with digital content. Media and Entertainment leaders are just starting to realize the need to embrace advanced technologies which will aid in the discovery, classification, protection and control of their digital property.

The key is the need to understand and require their systems have the ability to provide answers to questions such as: "What data do I want to protect?" and "Can my data protection system classify sensitive data correctly, in real-time?" Or "Can I truly prevent a data breach?"

This informative session will provide the attendee quick tips on how one can quickly embrace advanced data protection technologies that work.

BIOGRAPHY

As CEO of GTB Technologies, Uzi Yair has been advising and providing insightful guidance on all aspects of data protection and business strategies for some of the world's largest enterprises & government organizations.

Prior to starting GTB Technologies, Uzi was co-founder and CEO of Proxyconn Inc., the creator and leading provider of Internet acceleration solutions.

Other assignments for Uzi have been CEO of Redwood Software, CEO of Magic Software Enterprises North America, a NASDAQ traded company and CEO of Liant Software Corporation, a provider of 3GL development tools & technologies.