

2017 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCETM EVENT  ENTERTAINMENT STORAGE ALLIANCETM



Douglas Fallstrom, Head of Product Management, Primary Data

TITLE: Data Virtualization: Blockbuster Storage Breakthrough

ABSTRACT

Storage sprawl and complexity is a challenge for just about every enterprise, but few businesses rely on sharing, archiving and processing data like Media & Entertainment and VFX studios. Massive datasets need to be accessed by artists around the globe, while older assets need to be available when it is time to produce a sequel. Data virtualization unites different storage systems across flash, shared and object storage to maximize the unique features of different enterprise storage investments. With Objective-based management, data can move dynamically to the right storage type at the right time according to evolving performance, cost and protection requirements. In this presentation, Primary Data Head of Product Management Douglas Fallstrom will discuss how to virtualize data on new and existing storage, so that data can move across any storage without impacting application data access. He will review how Media and Entertainment companies can cut storage costs by up to half while improving performance and capacity for both production and long-term post-production storage needs by automating data management across all storage types.

BIOGRAPHY

As Head of Product Management at Primary Data, Douglas Fallstrom oversees the development of the company's DataSphere data orchestration platform. Douglas is responsible for defining and driving Pd product plans and product strategy; including developing product specifications; managing day-to-day collaboration with engineering, UI/UX, QA and other disciplines; evaluating and integrating third-party technology; and speaking with customers, media, and industry analysts. Douglas has more than two decades of experience providing leadership in product management across storage and server virtualization, data center architecture and storage management, including prior positions at Coho Data, Symantec, VERITAS and Sun Microsystems.