



FOR IMMEDIATE RELEASE:

Oracle & Front Porch Digital Join CDSE Line-Up

Austin, TX – September, 19, 2014 — The **DCIA** & **CCA** are very pleased to announce that executives from Oracle and Front Porch Digital have joined the speaking faculty for the upcoming **CLOUD DEVELOPERS SUMMIT & EXPO 2014 (CDSE:2014)**.

CDSE:2014 features the top-ten cloud brands Amazon, Dell, Google, HP, IBM, Microsoft, NetSuite, Oracle, Rackspace, and SAP, among many other cloud-computing innovators.

Delegate registration is now available for CDSE:2014, which will take place in Austin, TX on October 1st and 2nd.

Oracle's Senior Director of Sales Engineering, Stan Defilippi will offer a keynote address on "DataBase-as-a-Service (DBaaS) Private Cloud." This session will focus on the people, process, and technology aspects of implementing a DBaaS Private Cloud.

Topics will include business and information technology (IT) drivers for DBaaS, DBaaS characteristics, DBaaS architectural concepts, the service catalog, cost recovery and charge-back structure, the cloud maturity model, and the journey to a DBaaS Private Cloud.

Case studies and demonstrations will be provided during this presentation.

Stan Defilippi has driven business execution across North America Sales in various senior roles in business development, sales, pre-sales, enterprise architecture, consulting, operations and program management.

Prior to his 17 years at Oracle, Stan spent 13 years at Unisys. At his last assignment at Unisys, he ran a \$25 million start-up US law enforcement telecommunications systems business.

Front Porch Digital's Chief Technology Officer (CTO), Brian Campanotti, will keynote on "Advanced Private Cloud Technologies and Services." The Media & Entertainment sector has been dealing with Big Data for decades. And while recent advancements in cloud-based technology have provided even more options than ever before, a pragmatic approach to cloud service adoption must be taken.

Philosophical debates surrounding on-premises versus cloud-centric solutions, media workflow demands and challenges, long-term storage and preservation requirements, vendor neutrality, and many other factors add complexity to this already difficult debate.

Content providers must also be vigilant in the protection of their valuable information and assets against spying eyes and cyber criminals hell-bent on covertly accessing information owned by someone else.

As public cloud solutions continue to gain traction, those leveraging purpose-built private cloud services focused on service level agreement (SLA) characteristics specifically serving the Media & Entertainment sector are finding a successful niche as their domain specificity addresses many of these deep-rooted challenges.

This presentation will delve into advanced private cloud technologies and services that are helping content owners and media organizations benefit from cloud-services, while ensuring protection, vendor neutrality, long-term accessibility and unmatched security for their most valuable assets.

Brian Campanotti leads industry invention and advancement in cloud-based and on-premises global content storage management (CSM), media asset management (MAM), and content publishing, migration, and preservation solutions.

He is responsible for innovations in the area of cloud-based solutions for Big Data focused on media-centric content handling, delivery, storage and preservation.

He was one of the primary inventors of the Archive eXchange Format (AXF) and has been active in standards body activities helping to promote innovation and openness in the industry for more than two decades. Brian and his team have won Emmy Awards for their work in content collection preservation technologies and for innovation in serial digital video technology.

At CDSE:2014, business strategy and technical sessions covering the latest trends — Mobile Cloud, DevOps, and Big Data — as well as general interest cloud service topics will be featured along with a special focus on three economic sectors experiencing the most cloud adoption: Media & Entertainment, Healthcare & Life Sciences, as well as Government & Military.

At eighteen co-located CDSE:2014 instructional workshops and special seminars facilitated by industry leading speakers and world-class technical trainers, attendees will, see, hear, learn and master critical skills in sessions devoted to the unique challenges and opportunities for developers, programmers, and solutions architects.

During the business conference at CDSE:2014, thirty-six highly focused strategic and technical keynotes, breakout panels, and Q&A sessions will thoroughly explore cloud computing solutions, and ample opportunities will be provided for one-on-one networking with the major players in this space.

About the DCIA

The Distributed Computing Industry Association (DCIA), established in 2003, is an international non-profit trade organization with the mission to commercially advance cloud computing and related technologies.

Its member companies are industry-leading software and solutions developers, broadband network operators, content rights-holders, and service-and-support firms.

The DCIA conducts such activities as business development, market research, conferences and expos, industry communications, working groups, advocacy initiatives, standards setting, and also publishes the weekly online newsletter DCINFO. To learn more, please visit www.dcia.info.

DCIA Media Contact

Kelly Larabee

+1-410-476-7965

kelly@dcia.info

2838 Cox Neck Road

Suite 200

Chester, MD 21619

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