

The logo for ACTIVE Archive features the word "ACTIVE" in a bold, white, sans-serif font and "Archive" in a white, serif font, both set against a blue, trapezoidal background. This background is framed by two orange, diagonal stripes that create a sense of motion and depth. The entire logo is centered on a dark blue background with a pattern of glowing, pixelated squares in various shades of blue and white, suggesting a digital or data environment.

# ACTIVE Archive

## What is Active Archiving?

The Active Archive Alliance serves as a vendor-neutral, trusted source for providing end users with technical expertise and guidance to design and implement modern active archive strategies that solve data growth challenges through intelligent data management. Active archives enable reliable, online and cost-effective access to data throughout its life and are compatible with flash, disk, tape, or cloud as well as file, block or object storage systems. They help move data to the appropriate storage tiers to minimize cost while maintaining ease of user accessibility.

# Active Archive Alliance Newsletter

## 1st Quarter 2021

- ▶ Active Archive Alliance Names Rich Gadomski and Betsy Doughty Co-Chairpersons of the Board
- ▶ Dr. Kel Pults, Chief Clinical Officer at MediQuant Joins the Alliance Board
- ▶ Webinar on Demand: The Benefits of Active Archiving
- ▶ Upcoming Webinar: Unpacking Data Types and Your Options for Storage
- ▶ Object Matrix and XenData Join the Active Archive Alliance
- ▶ 2021 Data Storage and Active Archive Predictions and Trends

## Active Archive Alliance Names Rich Gadomski and Betsy Doughty Co-Chairpersons of the Board

Rich Gadomski, head of tape evangelism at [FUJIFILM Recording Media U.S.A., Inc.](#), and Betsy Doughty, vice president of corporate marketing at [Spectra Logic](#), have been elected to serve as Co-Chairpersons of the Board of Directors for the Active Archive Alliance. Gadomski and Doughty have been fully engaged with the Active Archive Alliance since the early days of its inception more than 10 years ago.



*"We are eager to continue the Active Archive Alliance's momentum and drive to educate end-users and facilitate the implementation of active archive solutions to solve today's data growth challenges."*

~ Betsy Doughty



*"Betsy and I look forward to building on the legacy of strong leadership that came before us as we support the adoption of active archives as an integral component of today's digital transformation strategies."*

~ Rich Gadomski

Read the full press release [here](#).

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## Dr. Kel Pults, Chief Clinical Officer at MediQuant Joins the Alliance Board

Kel Pults, DHA, MSN, RN, and Chief Clinical Officer at MediQuant, has joined the Active Archive Alliance Board of Directors where she will be instrumental in advancing the Active Archive Alliance's mission to provide end-users with technical expertise and guidance to design and implement active archive solutions for intelligent data management. As Chief Clinical Officer at MediQuant, Dr. Pults applies her nursing experience and deep expertise to build the most effective health information technology to support clinical data management solutions.



*"As regulatory oversight increases at the federal level, the archive space, and specifically active archiving, will get more notice across the healthcare industry for ensuring compliance," said Pults. "I am excited to share my expertise and help organizations more effectively manage and access their data over the long term."*

~ Dr. Kel Pults

Read the full press release [here](#).

**STAY UP TO DATE!**

Read our blog at <http://activearchive.com/blog>



## Webinar: The Benefits of Active Archiving

In this Active Archive Alliance webinar, executives from Iron Mountain and MediQuant discuss the best ways to archive data and how archiving helps organizations reduce both the cost and complexity of their IT ecosystems.

View this Webinar On-Demand [here](#).

**Save the date for the next webinar:**

Tuesday, April 13, 2021

Unpacking Data Types and Your Options for Storage



## Object Matrix and XenData Join the Active Archive Alliance

Object Matrix is the award-winning software company that pioneered object storage and the modernization of media archives. It exists to enable global collaboration, increase operational efficiencies and empower creativity through deployment of MatrixStore, the on-prem, hybrid and cloud storage platform. Its unified deployment approach ensures content spans on-prem and cloud storage while its focus on the media industry provides a deep understanding of the challenges organizations face when protecting, processing and sharing video content. Customers include BBC, Orange, France Televisions, BT, HBO, TV Globo, MSG-N and NBC Universal.



*“Now more than ever, media organizations require solutions that enable creative and production teams to self-serve access to content from work or remotely from anywhere. Our MatrixStore solution delivers the inherent scalability and interoperability of object-based storage, as well as instant access to data and metadata, and our customers include some of the world’s largest media organizations. We are excited to join the Active Archive Alliance and help promote active archive strategies to solve today’s data growth challenges.” ~ Jonathan Morgan, CEO, Object Matrix*

For more information visit [www.object-matrix.com](http://www.object-matrix.com).

XenData is a global provider of data storage solutions optimized for creative video, medical imaging, video surveillance and other applications that require very high-capacity file storage. With installations in over 90 countries, its active archives are relied upon by many leading media companies, major archives, large corporations and governmental organizations. XenData archive systems provide secure long-term storage on LTO data tape, optical disc cartridges and/or the cloud object storage.



*“As the amount of digital content increases, media and other data-intensive organizations are turning to active archiving solutions to provide fast data access, rock-solid data protection and simplified workflows. We are excited to join the Active Archive Alliance and help promote active archive strategies to manage data for rapid search, retrieval, and analytics.” ~ Philip Storey, CEO, XenData*

For more information, visit [www.xendata.com](http://www.xendata.com).

## 2021 Data Storage and Active Archive Predictions and Trends



Members of the Active Archive Alliance recently shared their 2021 predictions for data storage and active archives. Here are some of the top trends to watch:

- Active Archive Requirements to Scale from Terabytes to Petabytes
- Data Management and Object Storage Software Increasingly Important for Active Archives
- Active Archive Growth Will Be IT Lever to Invest in DevOPS
- Ransomware Attacks Will Continue to Rise Increasing Data Security Risks
- Increasing Importance of Storage Lifecycle Management and Hybrid Cloud for Cost Control and Ransomware Protection
- 100-Year Archives Will Require Intelligent Active Archive Software
- Active Archives Will Support Standards-Based Information Exchange in Healthcare
- 2021 Will Be Focused on Cost Containment, Analytics and Security
- Data-Centric File Management Will Help Contain Costs in 2021
- Healthcare Industry to Rely More on Active Archive Solutions
- Active Archives Will Help Solve Difficulties in Long Term Data Management
- Increased Data Management Complexity and Threats Will Call for Best Practices Assessments
- Time, Money and Risk Will Continue to Play Critical Role in Data Movement
- Active Archive to Become Unified and Data-Centric
- New Storage Technologies Enhancements Will Emerge to Support Cost-Effective Active Archives
- Increasing Adoption of Active Archives Based on Data Tape Libraries

Read more on this topic in this [Active Archive Alliance blog](#).

### Active Archive Alliance Members & Sponsors

Does your company have a technology that complements an active archive? By becoming a sponsor of this organization, your company will be associated with the industry's leading active archive solution vendors and will gain awareness among data management and storage industry professionals. For more information on the benefits of sponsorship, click [here](#).