



**STORAGE NEWS**

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**Five Questions With: Bob Riland, DISC's President and CEO**

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Milpitas, Calif.-based [DISC, Inc.](#) was founded in 1986. The company is a global provider of automated library applications that offer its clients storage solutions, which supplement capacity to networks for less than the total expense of RAID, according to DISC.

In a recent release, the company announced a new strategic alliance it has initiated with Government Micro Resources (GMR), a leading network integration and applications developer, to sell its NearLine Storage Solutions to federal agencies on NASA's Scientific and Engineering Workstation Platform (SEWP) III contract. Internet World recently spoke with DISC's president and CEO Bob Riland to find out some additional details.

**1) What are the benefits your company has encountered (or hopes to encounter) from this new partnership with GMR, and how did the strategic alliance between the two companies come about?**

The relationship with GMR came about because we provide a unique storage solution that satisfies the requirements laid out by NASA in the SEWP III contracts. The biggest benefit of our relationship with GMR is that now, government customers have a vehicle to purchase DISC storage products. We sought out GMR specifically to partner with because of its strong presence in the government sector and its parallel commitment to quality and customer care.

**2) What was the impetus behind the creation of your NearLine Storage Solutions?**

The current rate of data creation and the storage devices needed to satisfy this demand has created the need for NearLine storage. If you look at the data on networks today, only 30 percent of the data is being used on a daily basis. The other 70 percent of this data is taking up space on expensive storage devices. With our NearLine storage solutions, users have a much more affordable and manageable place to put their data. In addition, we have the only storage technology on the market today that will allow users to add capacity and shrink their backup windows.

**3) What differentiates NearLine from other solutions like this out in the market?**

First off, the acquisition cost of our solutions is orders of magnitude less than high-end online storage solutions. Secondly, we can add storage capacity to networks and positively impact many of the network processes surrounding data management. Lastly, our storage devices are built around the most reliable storage technology ever created.

**4) What's the biggest mistake you think companies are making in the storage market?**

I'm not completely convinced that mistake is the right word. What I would say is, people need to look at different ways to solve their growing storage requirements and embrace alternative solutions. Every time a user adds storage to their network they increase the overhead and complexity of the storage system. Their goal should be to make it simpler. Sooner or later people will realize that their old model will not hold up in the current world of data growth.

**5) What do you think will be the next evolution of your industry?**

The next evolution in our industry will be the widespread acceptance of storage-management software. We see a need to make storage simpler for our users both from connectivity point of view and a data management perspective.

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