

IT'S 3A.M. DO YOU KNOW WHERE YOUR DATA IS?

31st Annual Technology Law Conference

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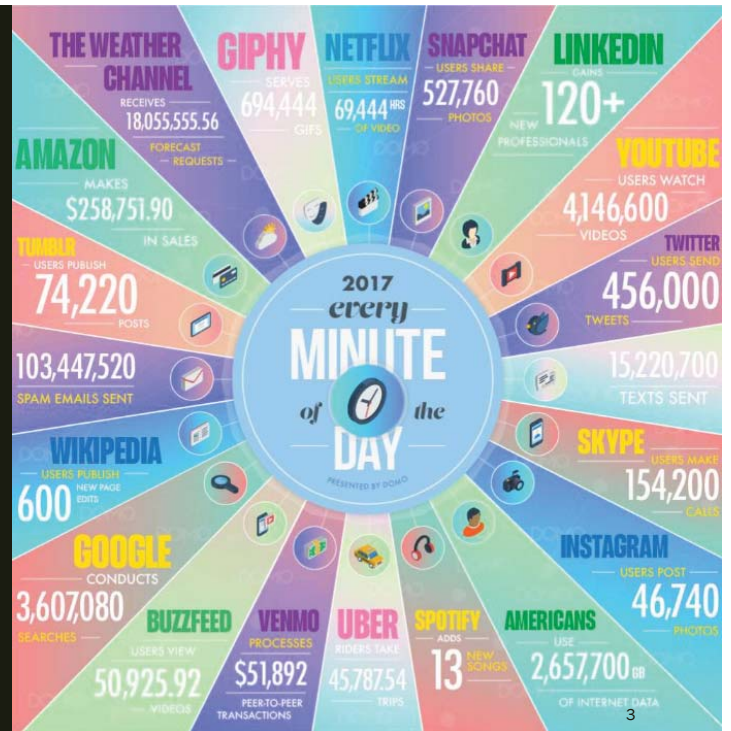
David Hoffman
Fish

First, From Our GCs

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- This presentation and talk are not legal advice on any matter.
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The Problem

- We are awash in data.
- It is easier to create, copy, manipulate, move, collaborate, share, and steal than ever before.
- And just like a water through an old pipe, “data” will find the easiest way to get where it needs to go.
- How does this affect your company?



Topics

- Background - The problems solved far outweigh the problem
- Cloud Storage Considerations
- Cloud Hosting of Company Software (Office 360, Gmail, etc.)
- Litigation Hosting Companies
- Compliance with Export Control Laws
- For Each Topic, we will present a model scenario or ask a question.

Why the Cloud?

- Accessibility: Data is accessible anytime and anywhere
- Improved flexibility: Employees can work when and where they want.
- Costs: Reduced Cost of managing and maintaining data
- Scalability
- Back-up Protection and updates automatically
- Processing power, memory storage, and connectivity have made the power of the cloud fast, free, easy, ubiquitous, and invisible

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Interesting Background

- Moore's Law
 - *Ever Increasing Power*
 - *Reduced Costs*
 - *Connectivity*
- ASCI Red
- Human Genome Mapping
- Big Data
- Astro Teller's Graph

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