

# **CONNECTING TO THE CLOUD**

DCIA Conference within CES  
LVCC North Hall N262  
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## ***2:15 PM - Consumer Drawbacks of Cloud-Delivered Content: Availability, Reliability, Scalability Issues.***

What happens when a cloud platform is subjected to an avalanche of traffic such as happens when a celebrity tweets to a large fan based or a President, on national television, calls on viewers to visit a website? How does traffic vary? How is page load time affected? How does the cloud platform scale? What strategies are needed to ensure that the cloud platform can perform within its promised SLA?

– Reza Rassool,  
Chief Technology Officer, Kwaai Oak

### ***Solo Presentation***



**REZA RASSOOL** is CTO at Kwaai Oak, where he has pioneered work on CTO-as-a-Service (CaaS), and projects with Gathr Films and Skymicro. Reza's strong suits are technical consulting services in digital media applications leveraging a track record of award-winning products and services. He is an expert at business modeling, including mission definition, value proposition, requirements analysis, and business plan development; and all aspects of technical due diligence.

