



**FOR IMMEDIATE RELEASE**

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## FLASH MEMORY SUMMIT ANNOUNCES ALL-STAR PANEL OF STORAGE ARCHITECTS

*Pure Storage, NetApp, Microsoft, Dell, IBM, and Hitachi Storage Architect Panel is moderated by President of Storage Switzerland George Crump August 7 at 9:45*

SANTA CLARA - JULY 28, 2014 - The Flash Memory Summit announced today that an all-star panel of storage architects and CTO's will participate in a special panel on "How flash will transform enterprise applications" from **9:45AM to 10:50AM on August 7 at the Santa Clara Convention Center.**

This panel (302-A) will be moderated by George Crump, President of Storage Switzerland, who is a leading storage analyst focused on the key trends for big data, solid state storage, virtualization, and cloud computing.

The panel will include:

John Hayes, Chief Architect, Pure Storage

Brian Pawlowski, SVP FlashRay, NetApp

Jim Pinkerton, Partner Architect, Microsoft

Don Walker, Storage and IaaS/PaaS Architect, Dell

Andy Walls, Fellow, CTO & Chief Architect Flash Products, IBM

Hu Yoshida, CTO, Hitachi Data Systems

NAND Flash memory has already had huge effects on improving the performance of enterprise applications. However, we have just begun to see the long-term picture. Flash will find even more uses in the future with all-flash arrays, server-side and storage-side caches, and even cold storage coming into play. Real-time analytics, involving both structured and unstructured data, will be a key area of interest. New developments



such as flash on the memory bus and persistent storage-class memory will further expand the range. Data centers will need to take full advantage of flash memory at every level – in computers, in servers, in networks, and in storage systems.

The intended audience is CIOs, CTOs, IT managers, application administrators, database administrators, application developers, data center architects, storage architects, infrastructure architects, system architects, storage engineers, storage specialists, software engineers, storage managers, network engineers, marketing engineers, market analysts, consultants, VARs, OEMs, solution providers and end users.

Admission is free to all qualified IT managers, application administrators, database administrators, storage administrators, enterprise application developers, data center architects, market analysts, press and end-users.

For more detail see:

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### **About the Flash Memory Summit**

Flash Memory Summit showcases the mainstream applications, key technologies, and leading vendors that are driving the multi-billion dollar non-volatile memory and SSD markets. FMS is now the world's largest event featuring the trends, innovations, and influencers driving the adoption of Flash memory. There are over 100 booths in the exhibit hall with 4,500+ projected registrants. FMS keynotes speeches include Steve Wozniak of Apple/Fusion-IO, Samsung, Marvell Semiconductor, IBM, NetApp, Nimbus Data Systems, Cadence Design Systems, PMC -Sierra, SanDisk, Microsoft, and Alibaba Cloud Computing Company. The 2014 event has record registration to date and takes place August 5-7 at the Santa Clara Convention Center in Santa Clara, California. To register, click [here](#).

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