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IBM DRIVES FLASH MEMORY ADOPTION IN DATA CENTERS AT FLASH MEMORY SUMMIT

Enterprises to harness Big Data potential with Flash-optimized solutions

SANTA CLARA – AUGUST 4, 2014 - The Flash Memory Summit announced today that IBM's Jamie Thomas and Michael Kuhn will address how flash memory can harness the power of data in their keynote presentation scheduled for Wednesday, August 6, from 11:00 to 11:30am at the Santa Clara Convention Center.

Analyzing big data in real-time is a major requirement for organizations today to increase both profitability and growth. Enterprise clients need strategic partners who offer a comprehensive set of IT infrastructure solutions to meet this challenge. These solutions must be flash optimized, software defined and data virtualized. Driving the adoption of flash memory in the data center will allow enterprises to harness the huge potential of big data.

Join Ms. Thomas, General Manager for Storage and Software Defined Systems in the IBM Systems and Technology Group and Mr. Kuhn, who leads the business strategy and worldwide execution of flash optimized solutions for IBM's flash storage solid-state arrays, as they discuss why balanced data-centric design is essential to creating an infrastructure that delivers real-time results where and when they are needed to gain a competitive advantage by using these results to better serve their customers.

With a billion dollar investment in such solutions, IBM is driving the adoption of flash memory in the data center. By developing solutions that meet emerging enterprise requirements for big data, real-time analytics, cloud computing, mobile access everywhere and high levels of security and availability, customers will be able to harness huge potential and create value by reducing operational costs or by enabling new capabilities that generate revenue.



The Flash Memory Summit is open to everyone involved in the design, development, integration, marketing, use, or support of flash memory, or related hardware, software, or services. The Summit Program is designed to provide attendees with practical information on the current state of flash memory and its applications and consists of a day of pre-conference seminars, followed by three days of panel discussions, keynotes, forums, paper sessions, tutorials, and special sessions.

Summit themes will include: Solid State Drives (SSDs), Flash Memory Based Architectures, Enterprise Storage, Controllers, Enterprise Applications, PCIe SSDs, standards, testing, and general applications. For complete details on the 2014 Flash Memory Summit visit:

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-I/O, 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.

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