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FLASH MEMORY SUMMIT EXPANDS END USER FOCUS FOR INFORMATION TECHNOLOGY PROFESSIONALS

*World's Largest Digital SSD Conference Invites IT Professionals to a Complimentary Full Access
Pass to the 10th Annual Show*

JUNE 26, 2015 – SANTA CLARA, CA – Conference Concepts today announced The Flash Memory Summit (“FMS15”), the 10th annual conference held at the Santa Clara Convention Center on August 11-13, has an expanded end-user focus, especially for IT Professionals. FMS2015 features two parallel tracks with content of particular interest to IT Professionals:

Enterprise Applications – featuring 15-20 vendor Case Studies, with many of the actual customers presenting their real-world results, plus a panel discussion. Applications will include: virtual desktops, streaming media, databases, OLTP, data warehousing, big data analytics, financial transactions, and in-memory computing.

IT Solutions – featuring a day of tutorials on “How To” solve difficult IT issues with flash memory, followed by a second day on “Flash in HyperscaleSystems” , both taught by IT professionals and IT consultants, plus a panel discussion on each day.



NAND flash memory has enabled new and innovative approaches to storage system and computing architectures, which can handle enterprise applications far more efficiently and faster than with just hard disks. There is still a lot of confusion, however, over when, why, where and where not to deploy flash memory and solid state disk (SSD) solutions, especially from a return on investment and from an overall business results perspective.

The purpose of these Enterprise Applications and IT Solutions track will be to present practical answers to these questions from the IT professional's viewpoint, complementing the detailed technical information on flash and other non-volatile memory technologies that has always been featured in this conference.

The intended audience is IT professionals, such as: CIOs, IT managers, application administrators, database administrators, application developers, data center architects, network administrators, storage system administrators, virtual infrastructure managers and end users. It should also be of great interest to CTOs, system architects, storage architects, storage engineers, software engineers, storage managers, infrastructure architects, network engineers, marketing engineers, market analysts, consultants, VARs, OEMs and solution providers.

Admission is complimentary to all qualified IT professionals. Please request the registration code at pr@flashmemorysummit.com. For more IT session track details, visit:

About the Flash Memory Summit



Scheduled August 11-13, 2015 at the Santa Clara Convention Center, 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. Flash Memory Summit is now the world's largest event featuring the trends, innovations, and influencers driving the adoption of flash memory in demanding enterprise storage applications, as well as in smartphones, tablets, and embedded systems.

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