



# Flash Memory Summit

## It's True Love When Flash Memory Meets Cloud Computing

SANTA CLARA, CA – June 22, 2017 – New flash memory developments increase performance and reduce latency in clouds. At the Flash Memory Summit (FMS), attendees can pick the brains of industry experts and hear how leading and emerging companies use flash in cloud computing. With the immense growth in data and enterprise data analytics, enterprise storage solutions must reduce latency. That trend has fueled the adoption of flash memory in server and storage architectures that accelerate application processing, analytics, and Big Data to achieve peak performance.

FMS features several sessions to help storage designers understand the latest advances in flash storage and networking in cloud environments. Seasoned experts will speak on a variety of current developments including the shift from virtual machines to containers to achieve security and high performance. Another topic near and dear to cloud providers is the emergence of NVMe over Fabrics (NVMeoF). The new standard reduces the overhead of remote access to a bare minimum which greatly increases the efficiency and viability of flash disaggregation.

“The fact of the matter is that more workloads are moving to flash every day,” says Steve Knipple, Principal Consultant at Cloud Shift Advisors and FMS Conference Advisory Board member. “Cloud architects that design infrastructure with flash memory in mind are able to capitalize on NVMeoF to deliver high speed remote access with minimum latency, even from remote sites.”

FMS features the latest technology trends, the most exciting products, and the broadest coverage of a rapidly expanding market. In 2016, FMS drew almost 6,000 registrants and over 100 exhibitors. The 2017 version already projects significant growth. The conference also features new marketing and market research tracks, and sessions sponsored by NVM Express, SNIA, JEDEC, SCSI Trade Association, SD Card Association, and the Fiber Channel Industry Association. Popular continuing features include an expert table session, performance testing results, and a VC Forum.

### Supporting Resources

- Visit FMS: [FlashMemorySummit.com](http://FlashMemorySummit.com)
- Follow FMS on [LinkedIn.com/groups/4129499](https://www.linkedin.com/groups/4129499)
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### To discuss exhibiting, contact:

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### About Flash Memory Summit

The Flash Memory Summit, produced by Conference ConCepts, 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 in demanding enterprise storage applications, as well as in smartphones, tablets, and mobile and embedded systems.

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