Bringing Solid State Drives to Mainstream Notebooks

Ori Balaban

Director of Sales for Global Accounts

SanDisk Corporation

SSD When and Why

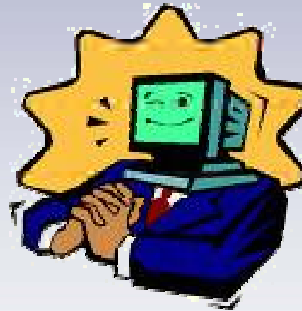**Questions we all have…………**

- **Why would anyone pay a premium for SSD over HDD?**
- **When will NAND have the same cost per MB as a hard drive?**
- **What else must happen to make SSD successful?**

What's In It For the Consumer

Basic Misconceptions of the Average Consumer:

Average Consumer knows the brand of HDD

Average Consumer knows the features of his/hers HDD: RPM, speeds, power consumption

Average Consumer knows the difference between random and sequential speeds

Average Consumer understands benchmark results: PCMark, H2Bench etc,

What's In It For the Consumer

What's important for the average consumer:

I can't believe I lost my data...

If I only had more battery life...

It's amazing how fast applications open and close...
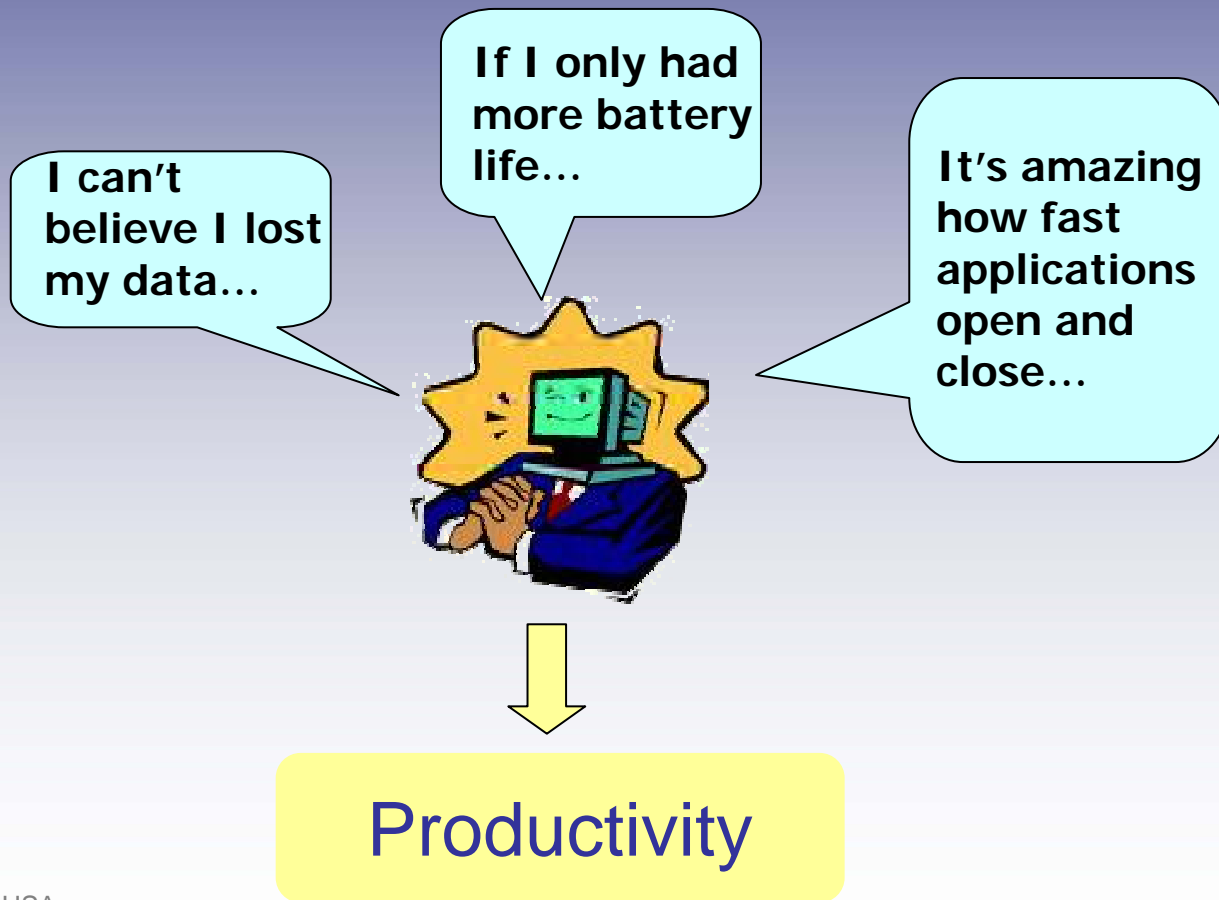
Productivity

SSD Productivity benefits: tangible and appreciable

- SSD benefits must be tangible so consumers can really experience productivity improvements
- Need to target the relevant market segment ("moving target"); SSD is not for everyone
- Marketing message must be clear:
  - "**Reduced cost through reliability, increased performance**" **(Dell's website)**
  - Total Cost of Ownership (TCO); lifetime cost of SSD vs HDD
  - Market education: consumers and decision makers
  - "Word of mouth" on user-experience

Analyst view: Price projections
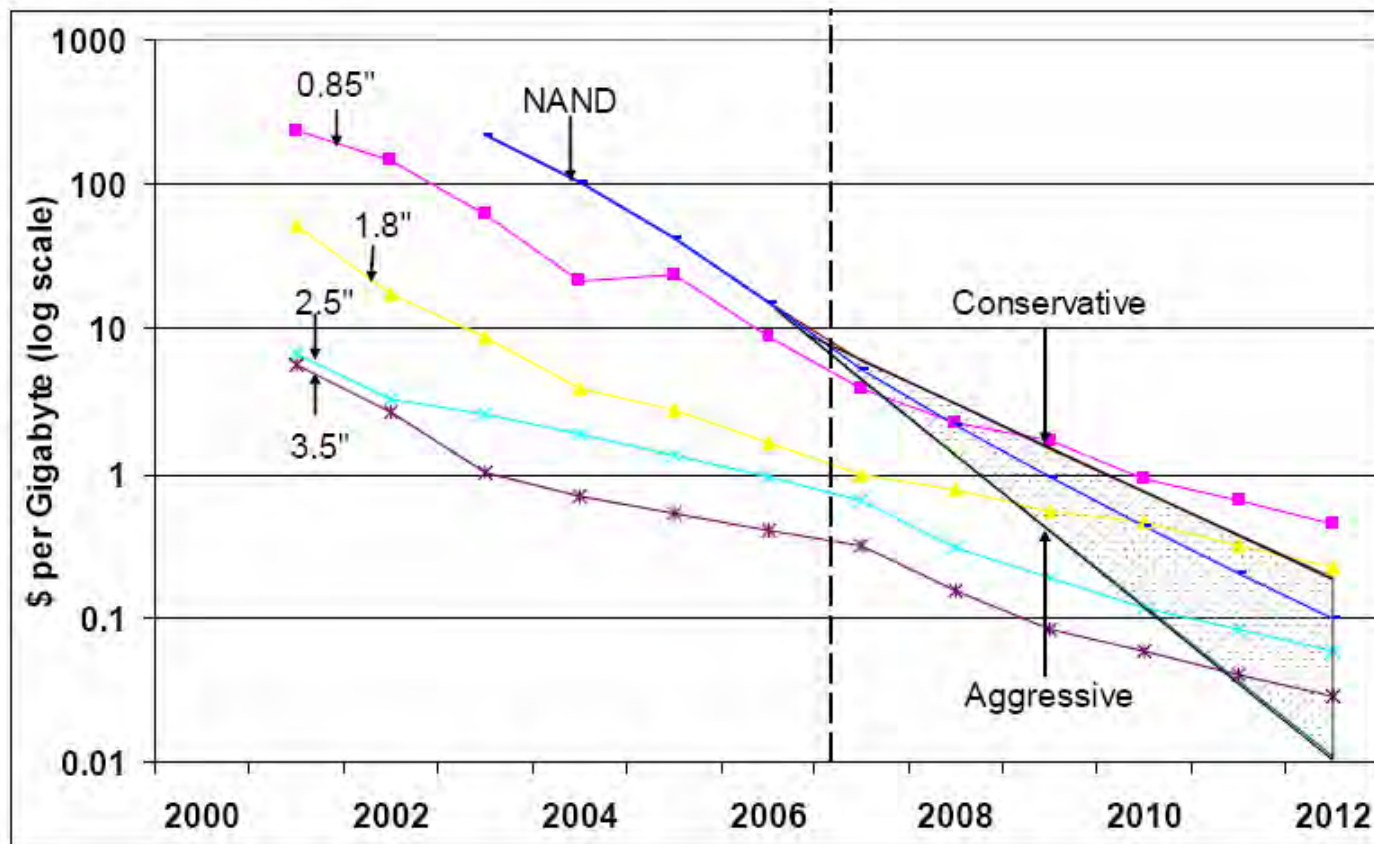
Source: Goldman Sachs Research estimates.

- Quality levels for SSDs for PCs are very difficult to achieve in many aspects. Only companies that have direct fab control can succeed to get the appropriate quality levels.

- MLC will accelerate the market. The high cost and limited production of SLC will limit mass market adoption. Companies with significant MLC IP will have the advantage.

- New technologies will enter reducing the $/bit, X4, X3.

- Flash expertise: flash, controller and system knowledge

- OS level awareness of SSD

Thank You