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SYSTEMS
The Future of Storage...Today™

SSD Opportunities

- SSDs Replacing HDDs is not New – The TCO Barrier is Shrinking
- Reliability is Much More than “No Moving Parts”
- Tens of Millions of Hard Drives Sold Each Year in Applications that Require < 20GB

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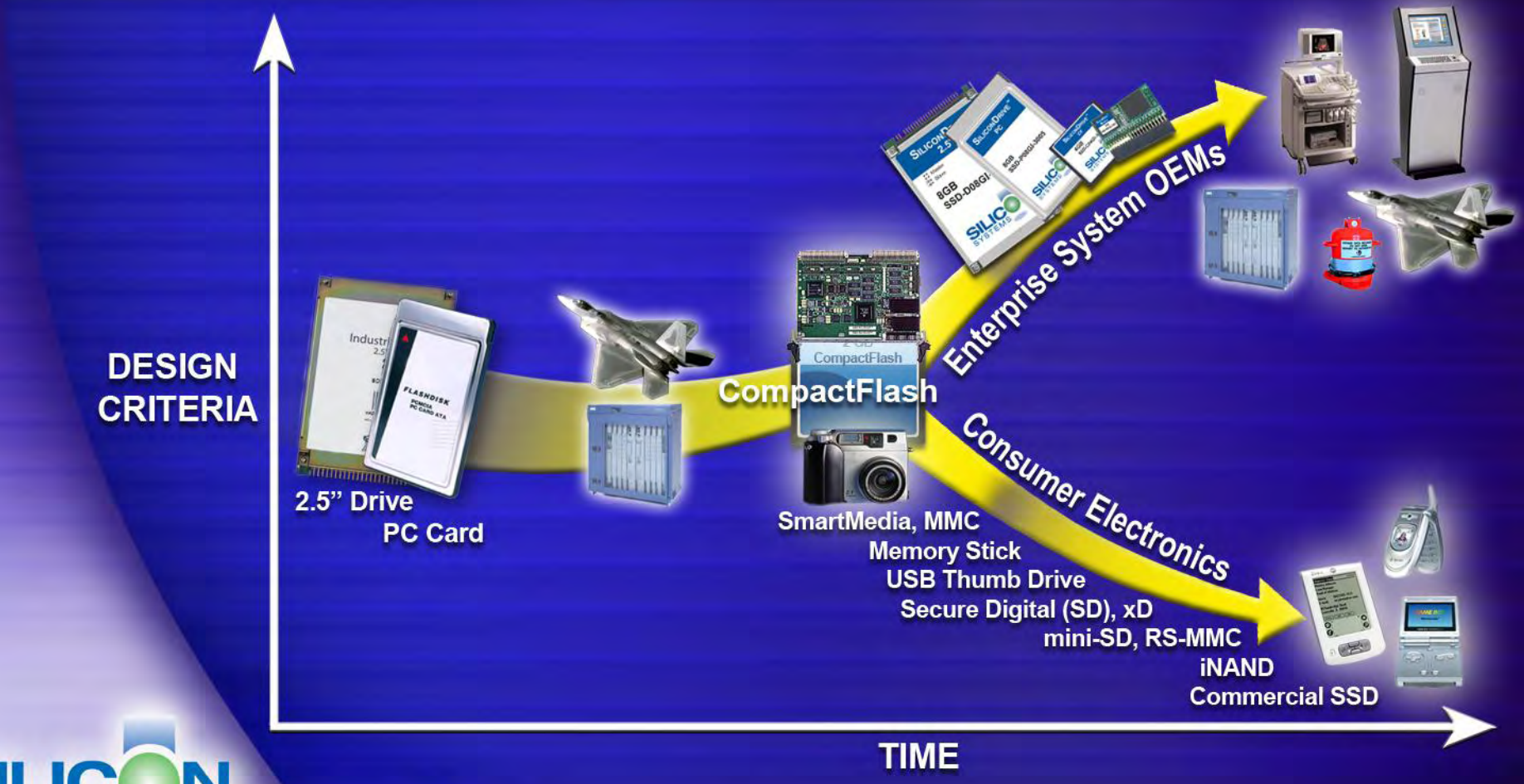
MARKET BIFURCATION



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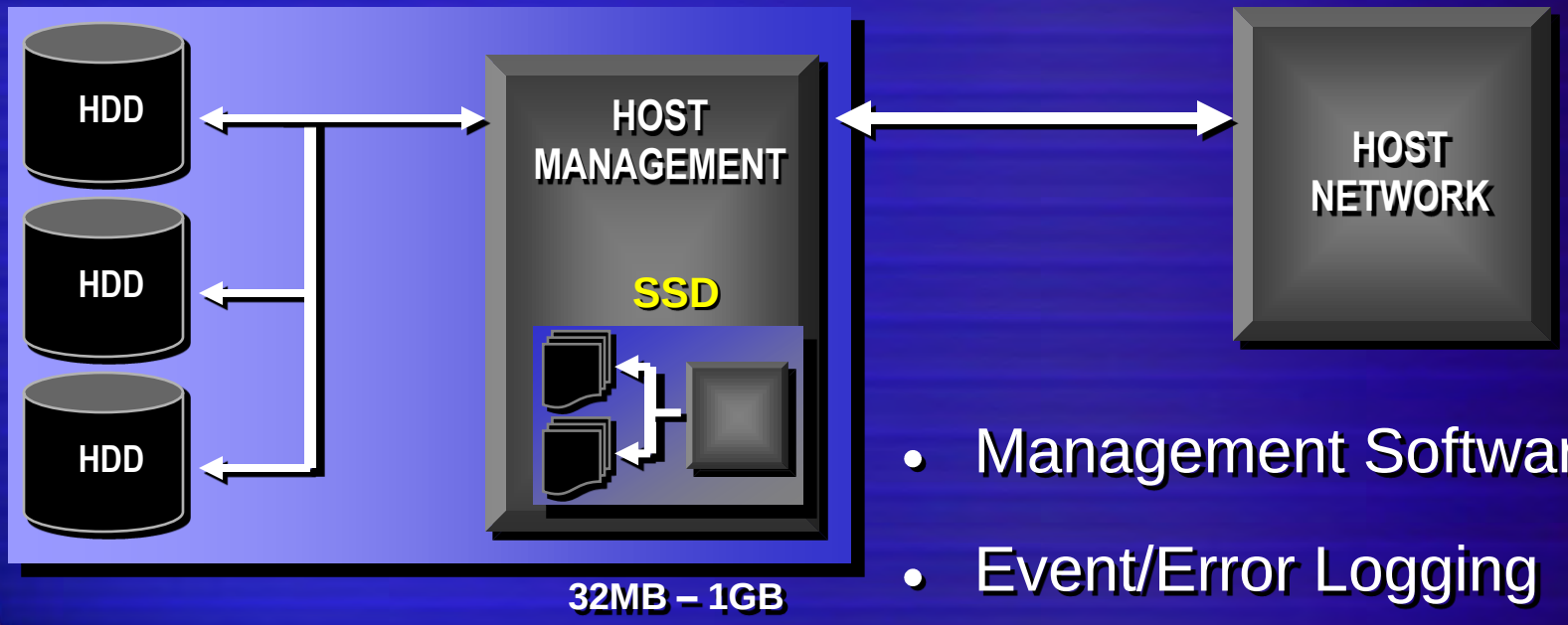
TRADITIONAL SSD USAGE



- Management Software
- Event/Error Logging
- Power-Down Status
- Look-Up Tables

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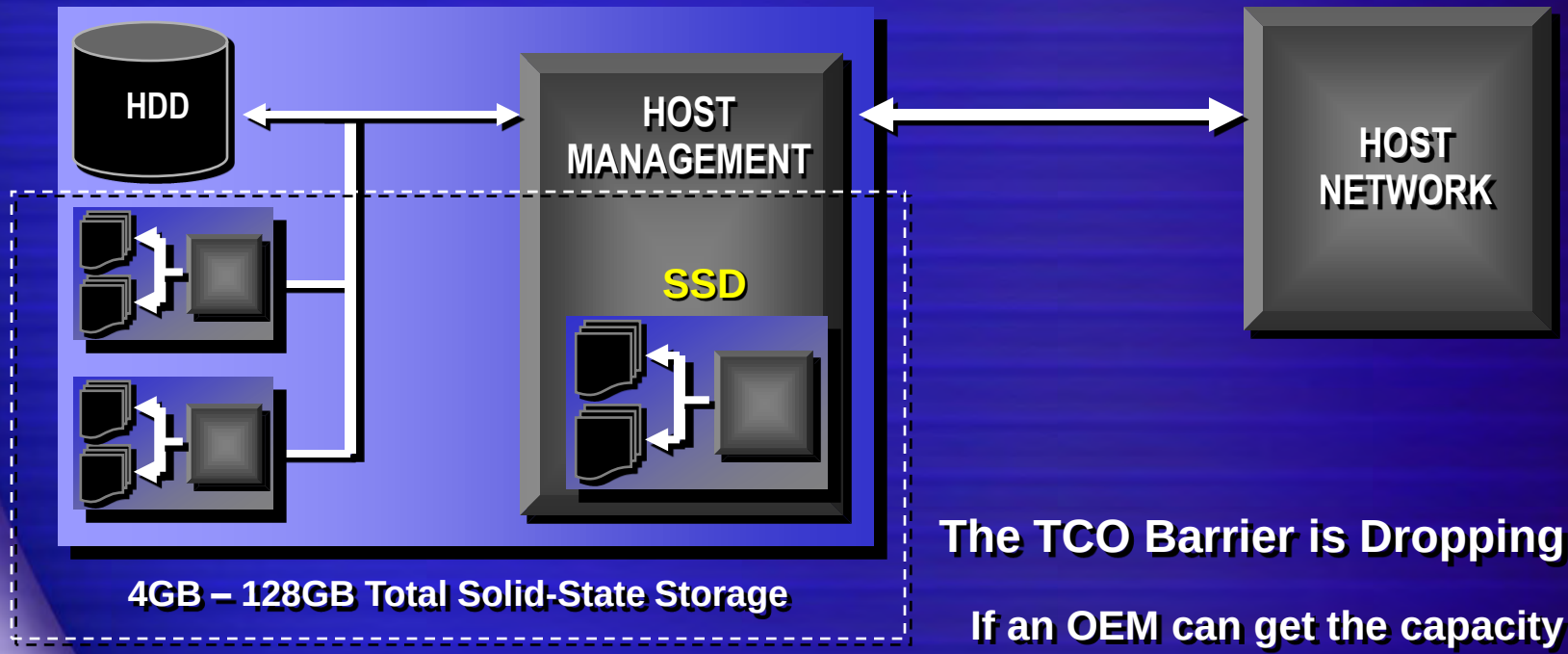

The TCO Barrier is Dropping

If an OEM can get the capacity they *need* at less than 2x the price they *must pay* for the current storage solution, they will choose SSD.

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Market Concerns

- Hard Drive and Flash Card Corruption Resulting in Field Failures
- Frequent Re-Qualifications
- Hard Drive and Flash Card Wear-Out
- Integration of Storage Technology in Complex Enterprise System OEM Applications
- Security for Application Data and Software IP

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HDD, HHD, SSD and Flash Cards

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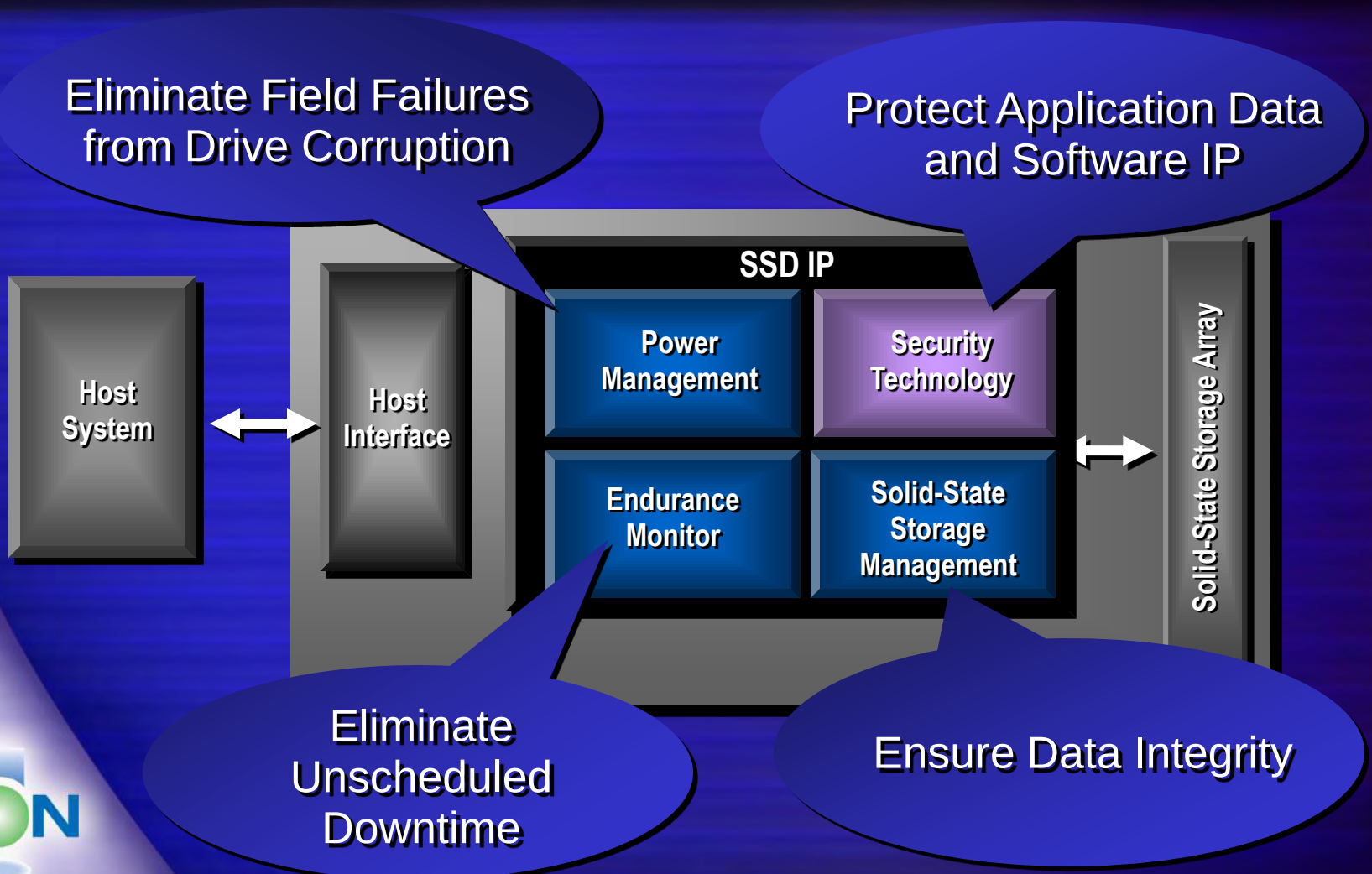
IP Lowers TCO



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All SSDs are not Created Equal

- Divergent Design Criteria
- Engineering/Market Trade-offs
- Adding the OS Creates a New Level of Complexity for Companies Previously in the Flash Card Arena
- Technology Scalability Becomes More Critical

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