



How to Resurrect Time to Market When High-Flying Design Goals Slam Full Speed Into Implementation Reality

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In other words...

Choose Your Partners Wisely

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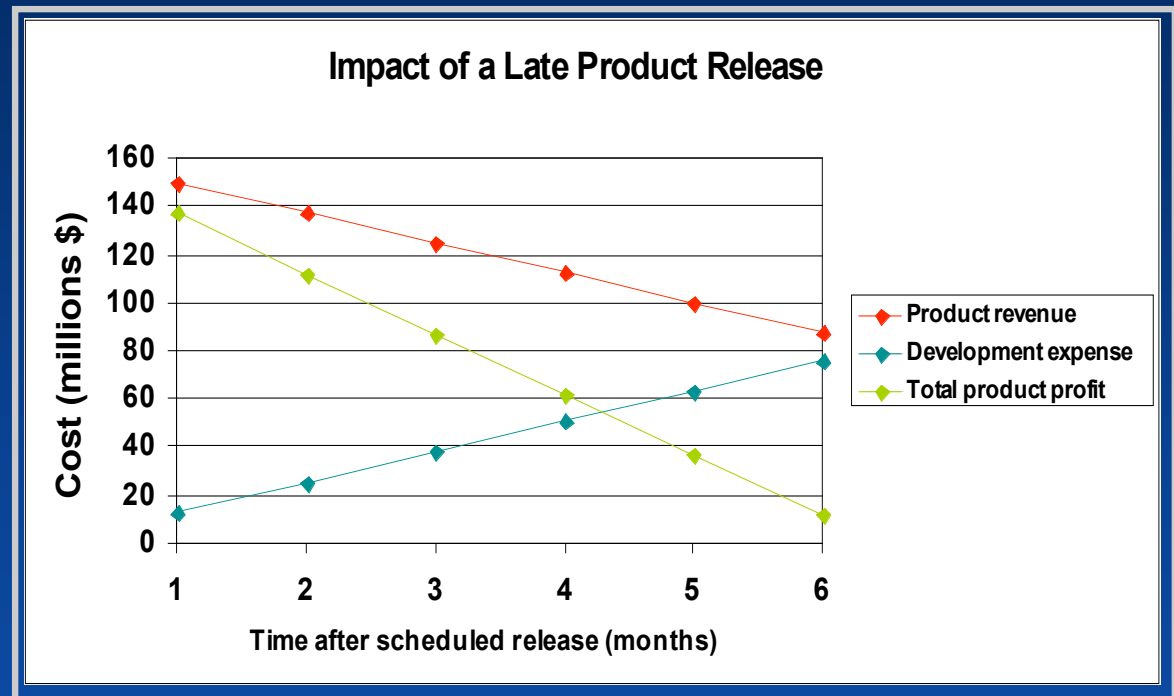
Flash Systems Product Management

- Product Delivery Goals:
 - To help customers build high-performing products
 - To enable customers to decrease development and BOM costs
 - To facilitate simple integration in order to drive products to market – or *money* – faster

The Cost of Being Late

Each late month means added project cost, lost product revenue, and therefore, lowered profit.

At what point is the product release no longer profitable?



Did you miss your market window?

Potential Points of Derailment

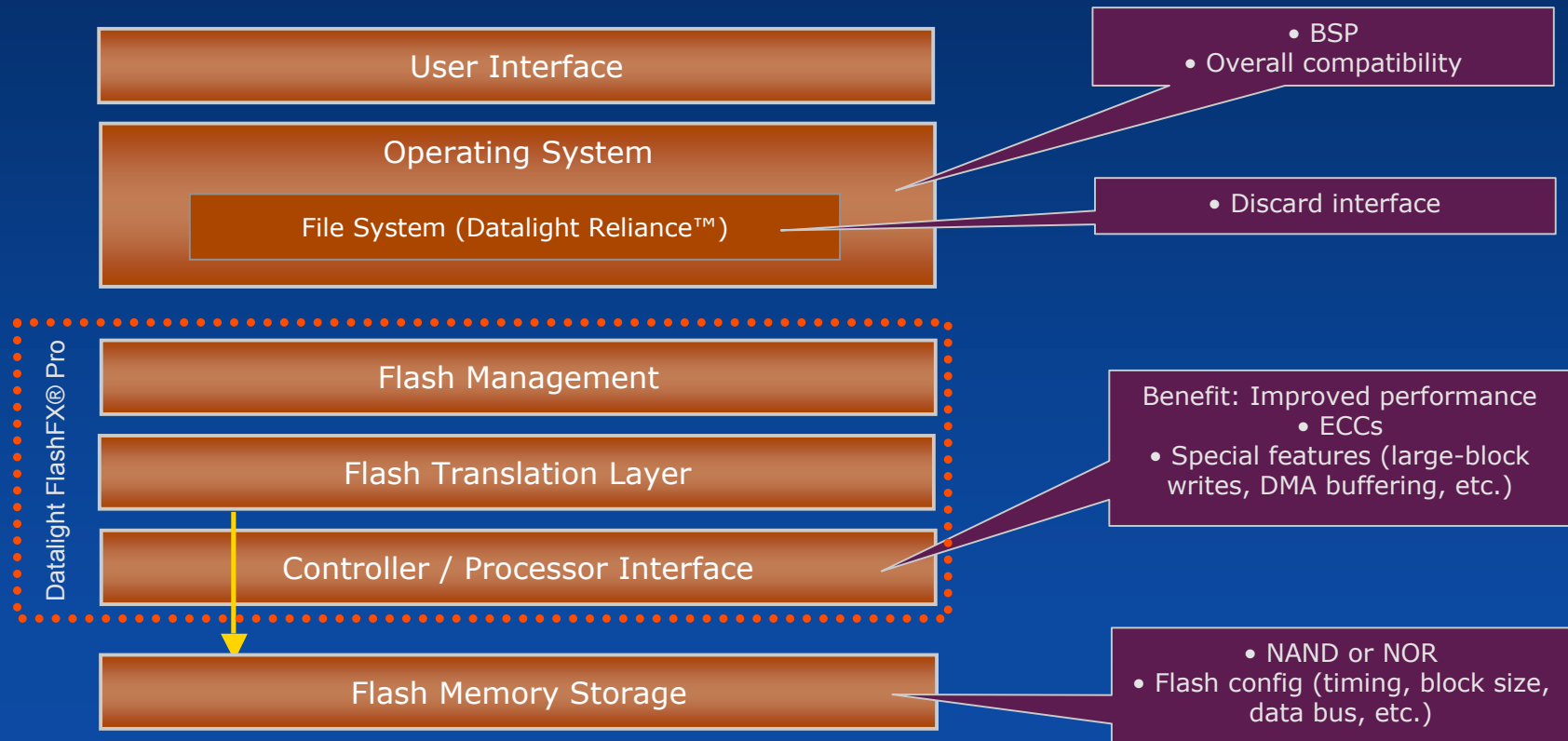
User Interface

User Interface

Flash Memory Storage

Flash Memory Storage

Potential Points of Derailment





Keeping the Product Release On Track

- Use technology trends that enable quick flash memory integration
- Cash a reality check!
- Get the project back on track if it gets derailed



Flash Market Trends & Drivers

Trend	Driver	Time-to-Market Implication
NOR use is leveling; NAND use is increasing	iPod (up to 32GB models) Wireless handsets	NAND has more software complexities
Improved User Experience	Complex, multi-tasking consumer devices	Large page writes NAND Controllers
Increasing density	Faster data transmissions (3G networks); personal networks; portable storage	Solid State Drives MLC NAND (higher bit ECCs)
Growing partnerships between vendors	OEM's Time-to-market pressure Second-sourcing	Enable support for multiple flash parts

Flash Technology Trends

New technologies are enabling a faster time-to-market for devices that use flash.

- NAND controllers
- Interface standards (ONFI, CFI, NVMHCI, MIPI)
- Intelligent flash management software
- Hardware second-sourcing

The Rescue Mission

■ Problem:

- Incompatible hardware
 - Flash configuration not supported by controller on processor
- 12+ week project delay to modify hardware

■ Solution:

- Implemented a flexible software solution
- Work with an expert – free your team up to innovate the product.



■ Result:

- Bring a higher quality product to market faster.



Conclusions: Preventing a Derailed Project

- Clearly define the project specs
 - Validate them with your customers
- Make no assumptions
 - The first roadblock will probably not be the last
- Quickly identify your needed resources
- Choose your partners wisely
 - Focus on your niche – hire expertise where you lack
 - World-class support