



# The SSD Outlook

Jeff Janukowicz  
Research Manager – IDC  
Jjanukowicz@idc.com

Santa Clara, CA USA  
August 2009

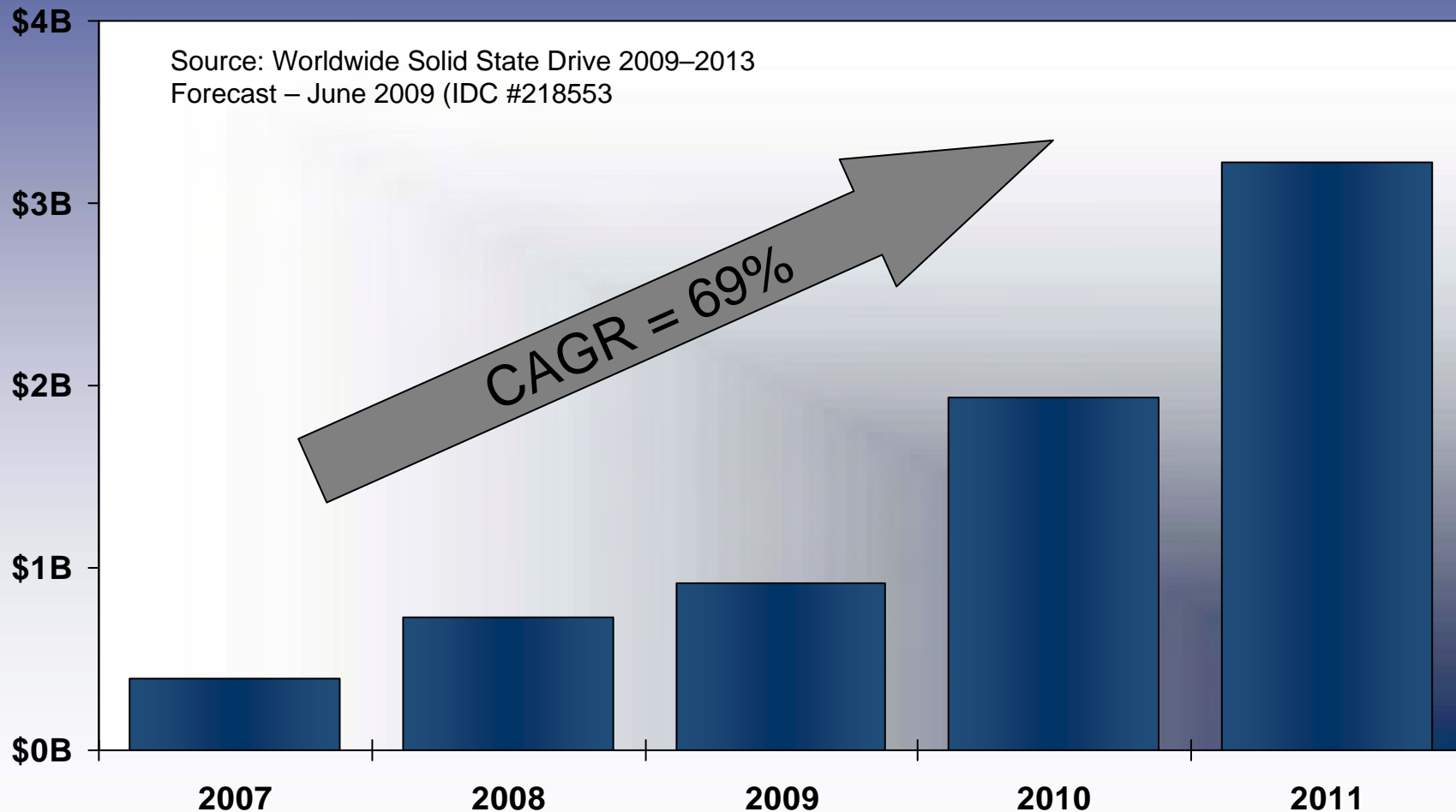




## The future for SSDs continues to look bright

- 2008 SSD shipments generated \$733M in revenue
- Real growth engine for SSDs will be derived from new markets that SSDs are just now beginning to penetrate
  - In the enterprise storage segment - The desire for increased performance, better utilization, faster access times, and lower power consumption is providing an opportunity for SSDs
  - In the PC segment - The value proposition of SSDs remains compelling as the decline in the cost of memory translates into lower price points for SSDs.

# IDC's Worldwide SSD Forecast



- Flash technology will have a significant impact on the IT industry
  - Continue to advance technology, while addressing challenges
- OEMs must understand the value proposition of their customers
  - Deliver superior-performing SSD products to rise above the crowd.
- The industry must come together with standards to help customers and vendors
  - Educating the customer is important to boost adoption
- SSDs & Systems need to be optimized for solutions
  - This provides an opportunity to innovate and differentiate.



Thank You



*Questions?*

email me at:

[jjanukowicz@idc.com](mailto:jjanukowicz@idc.com)