



## **NAND Flash Viability for Enterprise SSDs - T1C**

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### **Statement**

It's no secret that today's NAND flash memory vendors are catering their products to consumer applications which is where the vast majority of NAND flash is being deployed today and where the key objective is cost optimization. How will this impact the design of SSDs for the enterprise market in the coming years that has strict requirements on endurance, performance and reliability? This presentation will explore the direction commodity NAND flash is moving towards and what areas of technological advancement are required to continue using this media reliably in enterprise SSD applications.

### **Biography**

Steffen has over 15 years of experience in marketing and business development for storage and semiconductor products. Prior to SandForce, Steffen was VP Marketing & Business Development, Memory Products at Seagate Technology, and prior to that, he held executive management and business development positions at Lexar Media (a Micron subsidiary), Samsung Semiconductor, SMART Modular Technologies, Fujitsu Microelectronics, and Dell Computer. Steffen earned his MS in Electrical Engineering and MBA from Technische Universität Darmstadt.

### **About SandForce**

SandForce, Inc., is transforming data storage by pioneering the use of commodity flash memory in enterprise and mobile computing applications with its innovative SSD (Solid State Drive) Processors. By delivering unprecedented reliability, performance and energy efficiency, SSDs based on patent-pending SandForce DuraClass™ technology unleash the full potential for mass-market adoption of SSDs based on NAND flash media. Founded in 2006, SandForce is funded by leading venture capital investors and first tier storage companies.