



# Bigger Demands Better

Ensuring that More Storage Space  
Does Not Mean More Risk

Roy Sherrill, Datalight CEO



# Data is Growing

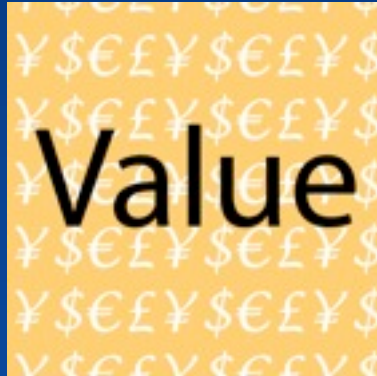


# Data is Growing

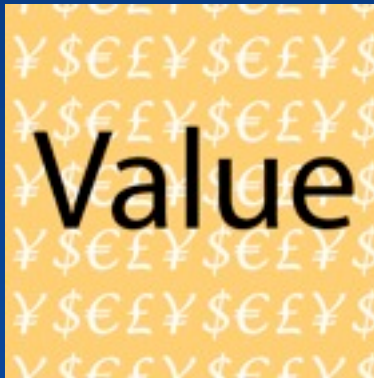
Size



# Data is Growing



# Data is Growing

A square graphic with a background of overlapping, semi-transparent geometric shapes in shades of yellow, orange, and green. The word "Complexity" is written diagonally across the center in a black, sans-serif font.A square graphic with a background of repeating currency symbols (¥, \$, €, £) in a light yellow color. The word "Value" is written in the center in a large, bold, black, sans-serif font.A solid yellow square with the word "Size" written in the center in a large, bold, black, sans-serif font.

# Data is Growing in 3 Dimensions



# Reliability – When it's got to work!

- More data, value complexity = more risk
- Users expect 100% reliability
- EMC, IBM, HP and others led enterprise there!



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***Now is the time for mobile & embedded data***



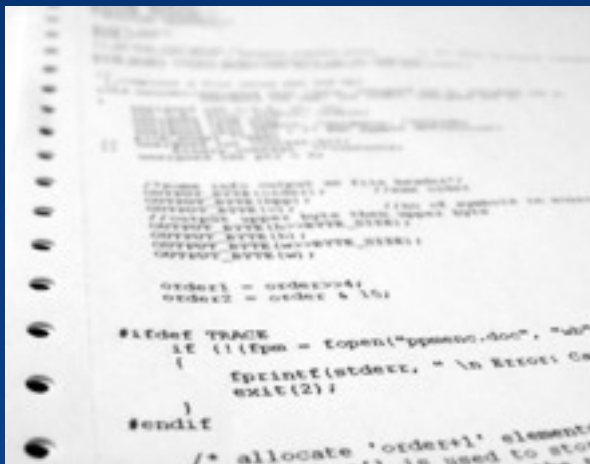


- Performance = Usability & Productivity
  - Response time
  - Fast downloads
  - Instant-on capability



# Differentiation Requires...

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```
/* ... */  
#define TRACE  
#if TRACE  
    fprintf(stderr, " %d\n", order);  
#endif  
/* ... */  
order1 = order << 4;  
order2 = order & 15;  
#ifdef TRACE  
    if ((Epm = fopen("epmenc.doc", "wb")  
        {  
            fprintf(stderr, " %d\n Error: Can't  
                exit(2);  
        }  
#endif  
/* allocate 'order1' elements  
/* ... */
```





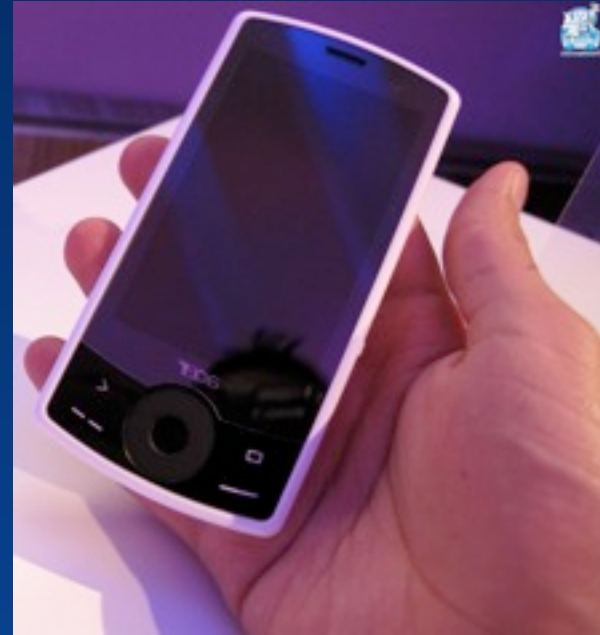
# Software/Hardware Partnership



Flash Memory Summit  
Santa Clara, CA







# Winning Products Leverage Software / Hardware Partnership