



Gillware Inc.
Your data recovery experts

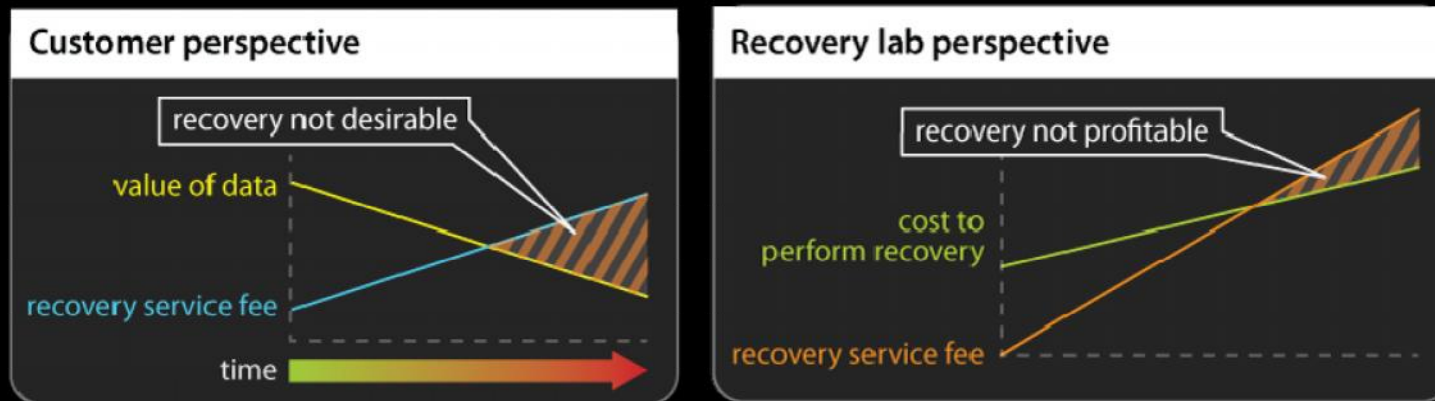
The Business of SSD Data Recovery

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The Business Side of SSD Data Recovery

- Two simple graphs illustrate a customer's willingness to pursue recovery and a recovery lab's ability to perform the recovery profitably.



- 10 fold increase in the number of SSD's sent in for recovery over the first 2 quarters 2011.
- Today SSD recoveries take longer, cost more, and are successful less often when compared to HDD recoveries.
- 75% of Gillware's 2011 R&D budget is earmarked for SSD recovery technologies.
- Failure to make the numbers work means everyone loses...data recovery labs, SSD manufacturers, and ultimately the customer.

Can data recovery providers and SSD manufacturers figure out a way to service the recovery needs of SSD customers in a timely and cost-effective manner while protecting sensitive IP and minimizing the strain on engineering resources?



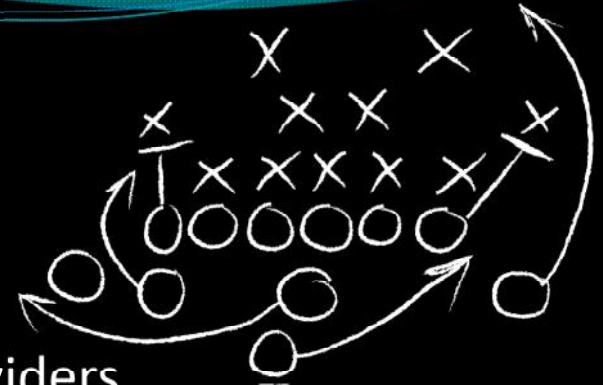
A Delicate Balancing Act



- Assisting recovery labs means releasing potentially sensitive IP/technical information.
- Engineering resources are limited. If it doesn't increase reliability and the number of units sold...
- Support groups need answer to data recovery question from customers.
- Pricing & turn-around time set based on contractual obligations with enterprise customers.
- Complexity of SSD technology is pushing recovery times out and costs up.
- In certain situations, i.e. FDE drives, recovery is not possible without assistance from SSD/controller manufacturer.

Cooperation & Competition

- SSD/Controller Manufacturers
 - Create competitive environment by selecting a group of trusted recovery providers.
 - Work collectively with recovery group to determine technical information necessary to make recovery affordable, timely, and successful.
 - Securely pass indentified pertinent information to recovery labs.
 - Walk away
- Recovery Providers
 - Take technical information and Independently develop recovery solutions.
 - Compete with other trusted providers on price and services offered.



Customer Satisfaction

SSD Customer



**SSD/Controller
Manufacturers**

**Engineering Resources
IP protection**

**Data Recovery
Providers**

**Control cost
Timely service
Satisfactory success rate**



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For more information on SSD recovery go to
www.gillware.com/SSDrecovery

