The Coming SSD Dogfight Between Foundry Owners

The Inevitable Consolidation

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The Harbingers

- Micron has SLC SSD in HDD and PCIe form factors
- Intel ships 500,000 SSDs in single quarter
- AOL has SSD in each of its 50,000 x86 servers for boot
- Pliant is acquired by SanDisk
- Enterprise SSD market at $Billion this year
- Toshiba releases enterprise SSD, merges TAIS, TAEC
- SNIA/SSG-NOW survey: 56% have or are implementing 32% evaluating solutions

The Results

- Falling gross margins, esp. with early participants
- More end products from foundry owners Samsung and Toshiba
- Industry consolidation pressure
- Higher focus on execution and production costs
- Marginal suppliers won’t survive
- Continued focus on improved controllers and technology, more innovation
- Higher adoption rates as prices fall

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Do you remember?