

Top Ten Things You Need to Know

Jim Handy



OBJECTIVE ANALYSIS – Semiconductor Market Research

Last Year's Top Ten

- 1) Enterprise SSDs will be used in all data centers
- 2) There is still a lot of growth in NAND
- 3) Controllers will get more sophisticated
- 4) System software will be designed for NAND first
- 5) Tablet PCs will morph into newer devices
- 6) Not everyone can be a successful SSD supplier
- 7) NOR has a long future in code storage
- 8) NAND in PCs is a threat to DRAM, not HDDs
- 9) The death of flash is not imminent
- 10) SSDs in PCs will lose out to NAND + HDD

This Year's Top Ten

- 1) All data centers will use flash
- 2) NAND prices will not rebound until mid-2013
- 3) Controllers will grow to enable TLC in the enterprise
- 4) NAND-aware software is the next high-growth market
- 5) The Ultrabook will drive cache use in PCs & notebooks
- 6) The SSD market will divide into multiple segments
- 7) Alternative memories will displace very little NOR
- 8) PC SSD revenues will decline with cache adoption
- 9) When flash reaches its scaling limit few will even know
- 10) The SSD form factor & interface will eventually die off



Thank You!

Jim Handy

OBJECTIVE ANALYSIS – Semiconductor Market Research