

## **Market Research**

3:10 to 4:25 pm

Bob Scranton, Session Chair

**Jim Handy**

**Dir/Chief Analyst, Objective Analysis**

**John Chen**

**Vice President , TrendFocus**

**Greg Wong**

**President, Forward Insights**

**Jeff Janukowicz**

**Research Mgr, Solid State Drives, IDC**

# Market Research Session Agenda

- Insight and Introductory Comments by Panelists
- Moderator Questions:
  - 2012 flash and SSD shipments, methodology, what do you count and how?
  - Role of market research in connected internet world where info is free. How do you make money? Would you recommend this career path to ...
- Audience questions: microphone (best) or pass me paper.
  - Interaction is great; Controversy is better
- More prepared questions, some from other Market Analysts
  - Industry Consolidations, predictions ? Are HDD Cos late to SSDs? Will Flash follow Si boom-and-bust cycles? Is hybrid a loser for both enterprise and client?
  - 3D NAND Impact (when?), RRAM, STT
  - SSD vs HDD price parity; Cost of many new fabs for Flash to replace HDDs
  - Discussion: A Quality Approach; Benchmarking Market Analysts