



Dense Flash Enables New Enterprise Use Cases

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Flash Has Transformed How We live and Work...

7.7 BILLION vs. 7.1 BILLION

Mobile Devices and World Population in 2014

99%

of things in the physical world still not yet connected

37 BILLION

New things will be connected to the internet by 2020

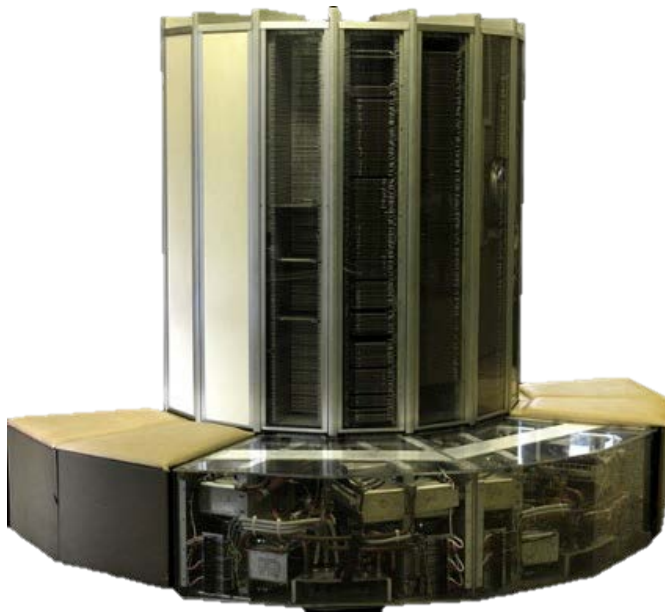
The Internet in Real Time



Data Is Getting Bigger. But Technology Is Getting Smaller

\$5 MILLION VS. \$400

Price of the fastest supercomputer in 1975
Vs. an iPhone 4 with equal performance



Enterprise Data Center Crisis

1 data center = 25,000 US houses

Electricity use

10%

Data center footprint is increasing YoY

57% US electricity

Will be consumed by data centers by 2037
continued on current path



IT Budget Breakdown (Capex and Opex)

28% vs. 72%



Dense Flash Transforms Enterprise Data Centers

Today

1PB Disk Array

1 to 2 Racks

50,00 Watts

Capex

\$125K

Power/Cooling/Space/5Y



Tomorrow

1PB Dense all-flash array

1U

400 Watts

Capex

\$2,000

Power/Cooling/Space/5Y



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Dense Flash Enables New Use Cases

- Data Center Opex Reduction
 - Power and cooling
 - Floor space
 - Simplified day-to-day operations
- Mobile deployments
 - Limited power
 - Space constrained
 - Light Weight

Ideal for Operation Abroad Planes, Ships and Vehicles



Ideal for Oil & Gas Explorations





Ideal for On-Site Movie Production





New Way of Doing Disaster Recovery and Backup

