



**Accelerating  
the Storage  
Revolution**

**DARREN THOMAS**, Micron VP of Storage  
Solutions

Flash  
is

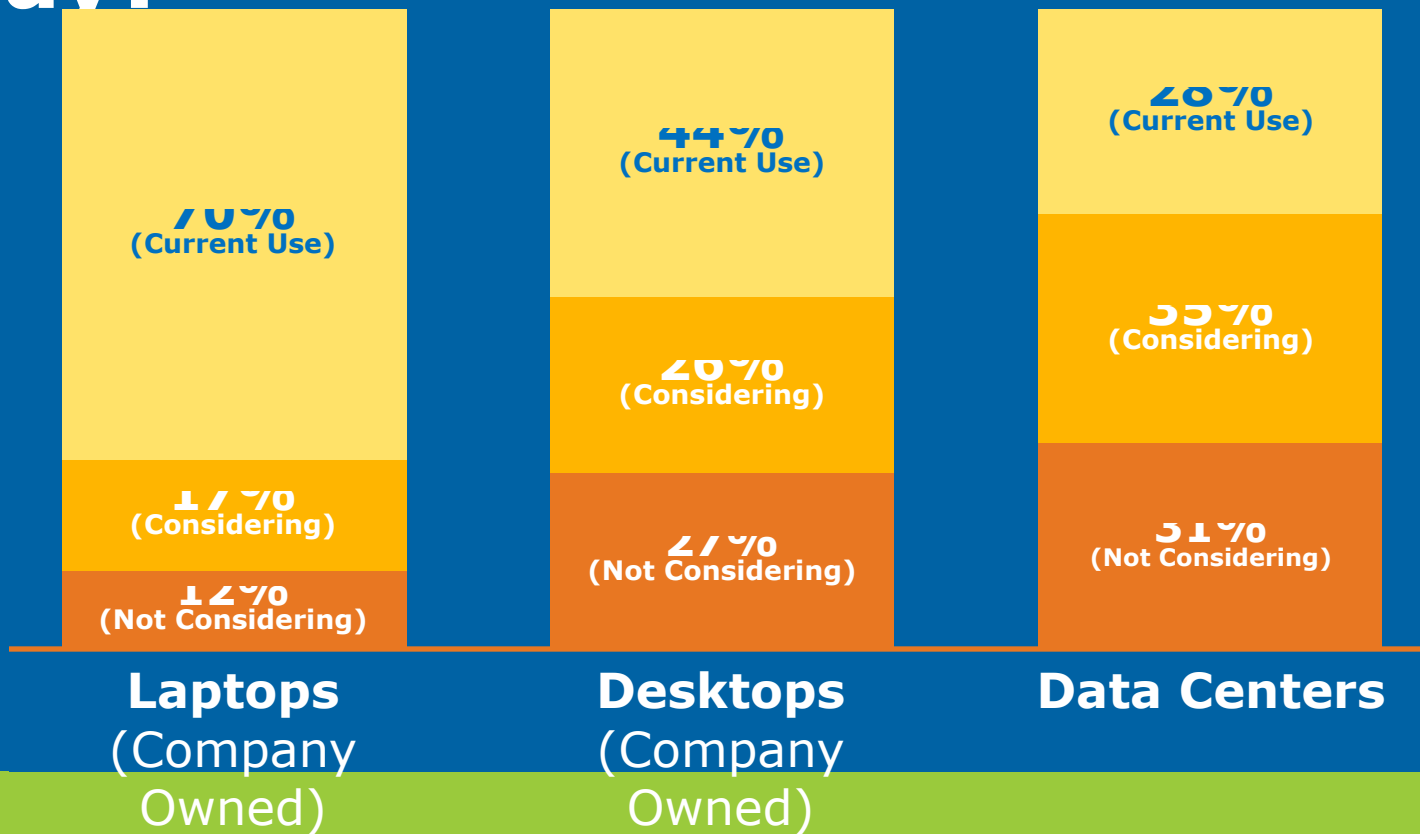
5%

Of Storage Deployments  
**Worldwide**

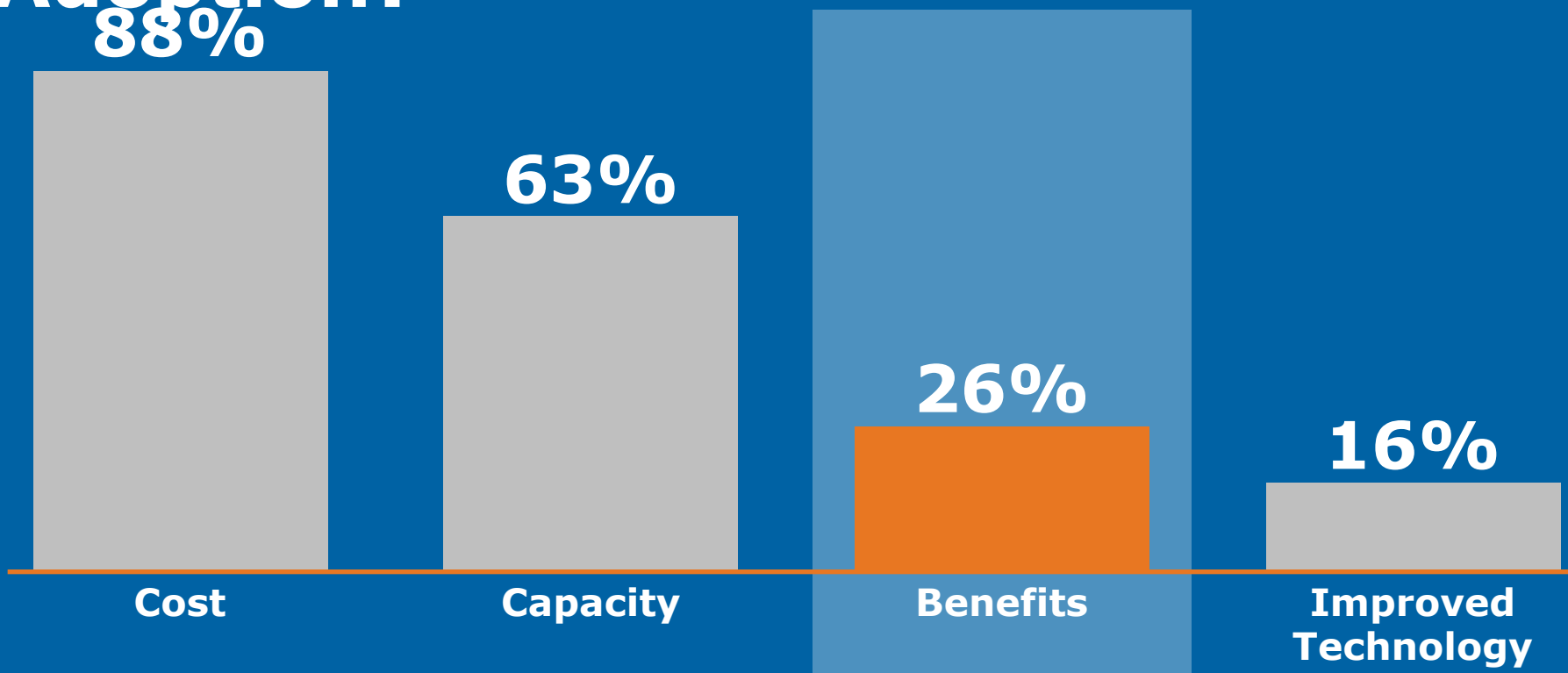
# We surveyed 180 IT Professionals



# How are IT Professionals Using Flash Today?



# What is the Biggest Barrier to Adoption?



# Transforming the User Experience





Flash from the Past

SPEEDS FEEDS SLOTS WAT

SPEEDS FEEDS SLOTS WAT

SPEEDS FEEDS SLOTS WAT

SPEEDS FEEDS SLOTS WAT

S SLOTS WATTS

# Flash of Today

Delivering Better User Experiences

Hot Data

Cold Data

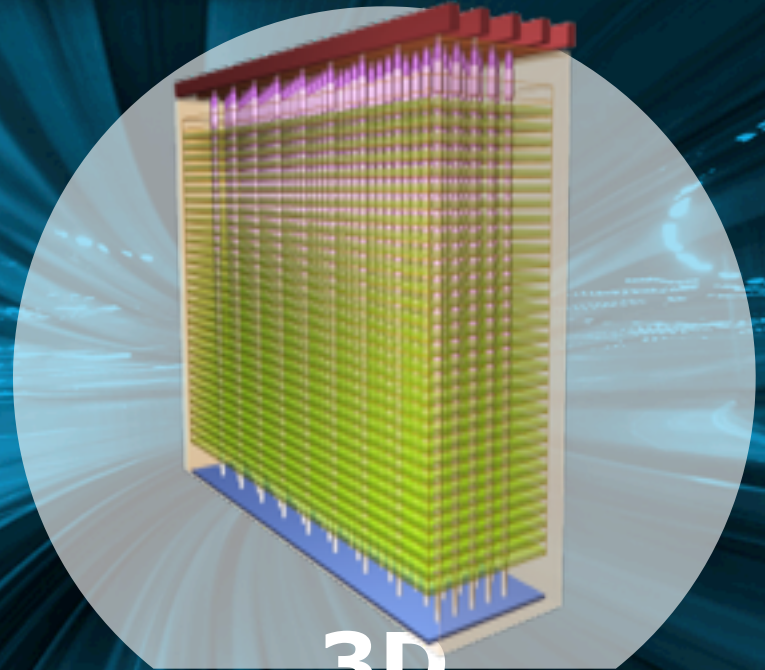


# Realizing the Future: 3D NAND

**EXTENDING  
MOORE'S LAW**

**UNPRECEDENTED  
STORAGE CAPACITY**

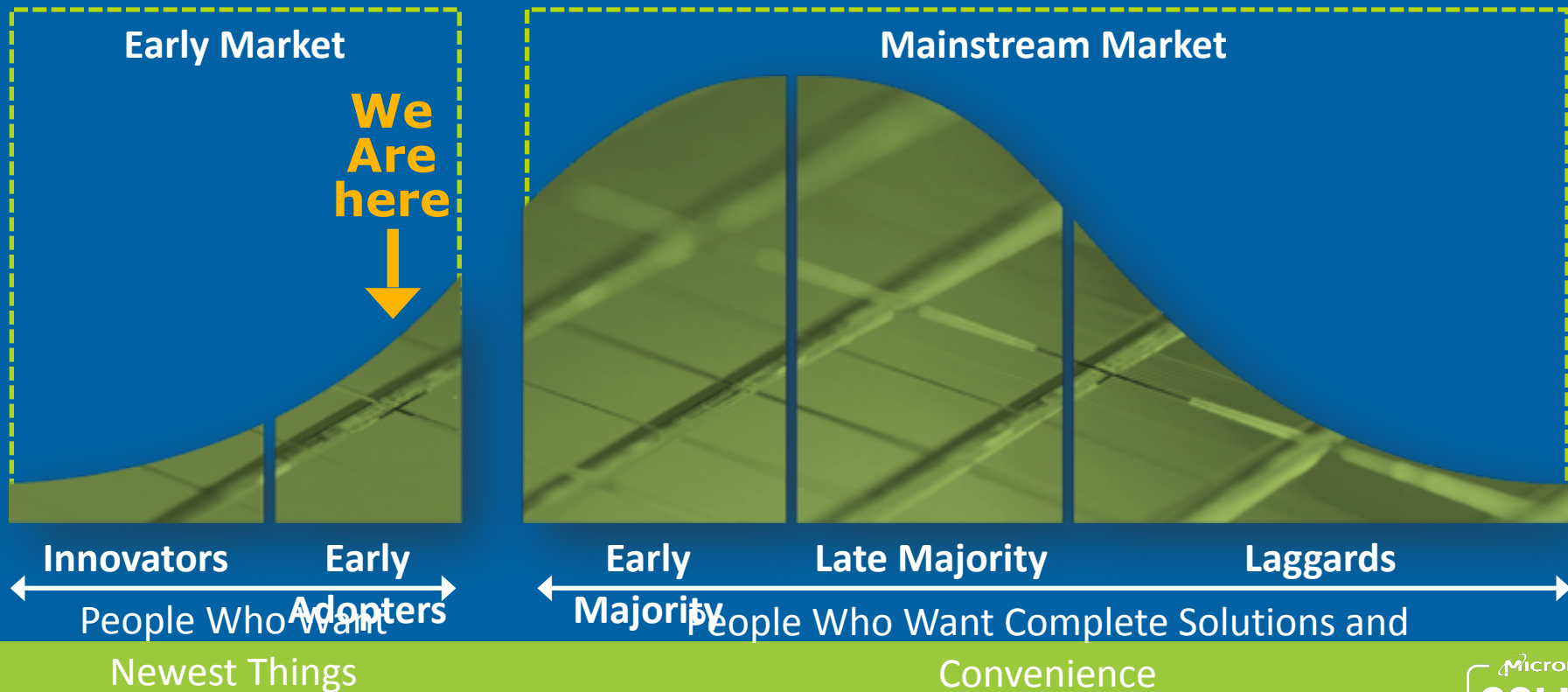
**SOLID ENTERPRISE  
STORAGE FOUNDATION**



**3D  
NAND**

# Geoffrey Moore's Technology Adoption Lifecycle

## THE CHASM



# Accelerating the Future: 3D XPoint™

**1000X**

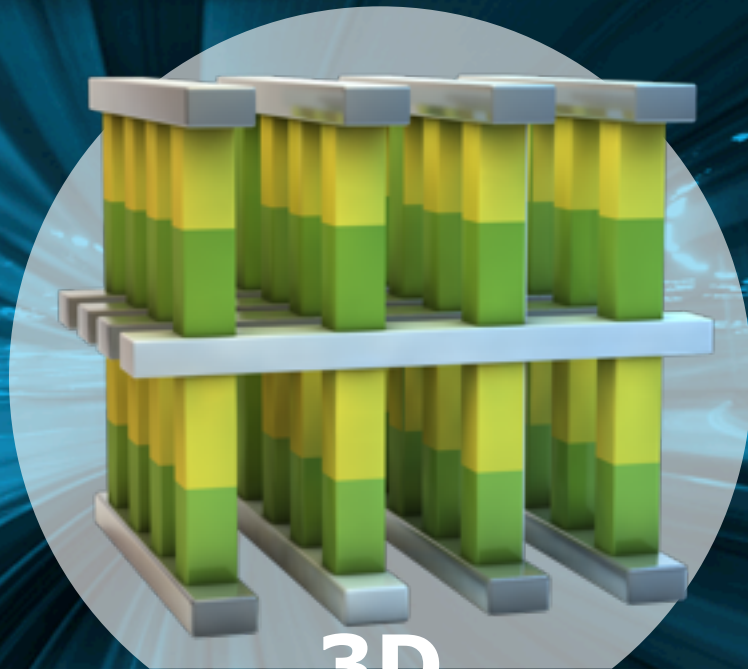
FASTER  
THAN NAND

**1000X**

ENDURANCE  
OF NAND

**10X**

DENSER  
THAN CONVENTIONAL MEMORY



**3D**  
**XPoint**

THE FUTURE IS  
**SOLID**  
Micron®



