



Dell SSD Meaningful Performance

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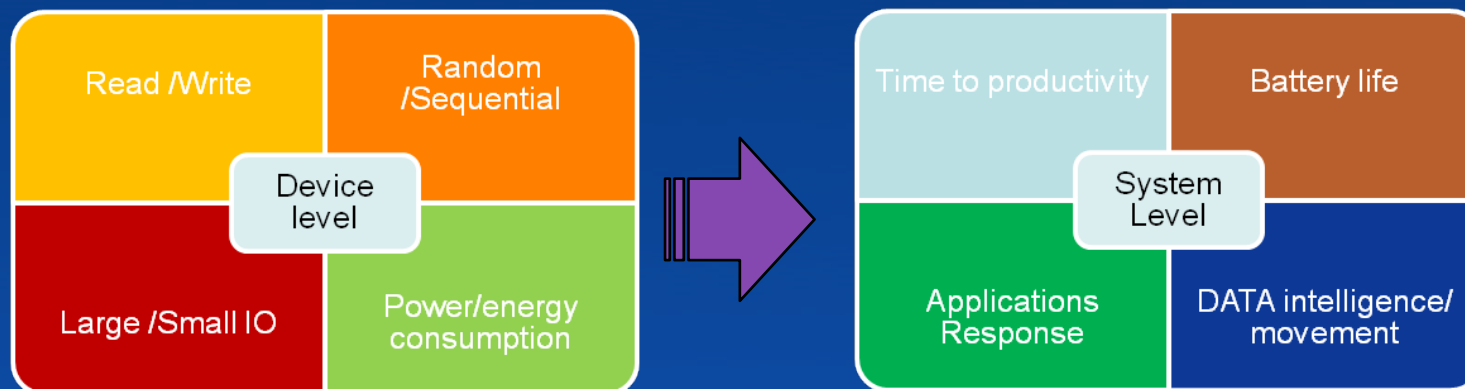
Customer centric performance benefits

Customers want to:

- Get to productivity faster
- Never see an hourglass (wait)
- Make sure their data is safe
- Make battery last longer
- Make flash solution simple to use and deploy

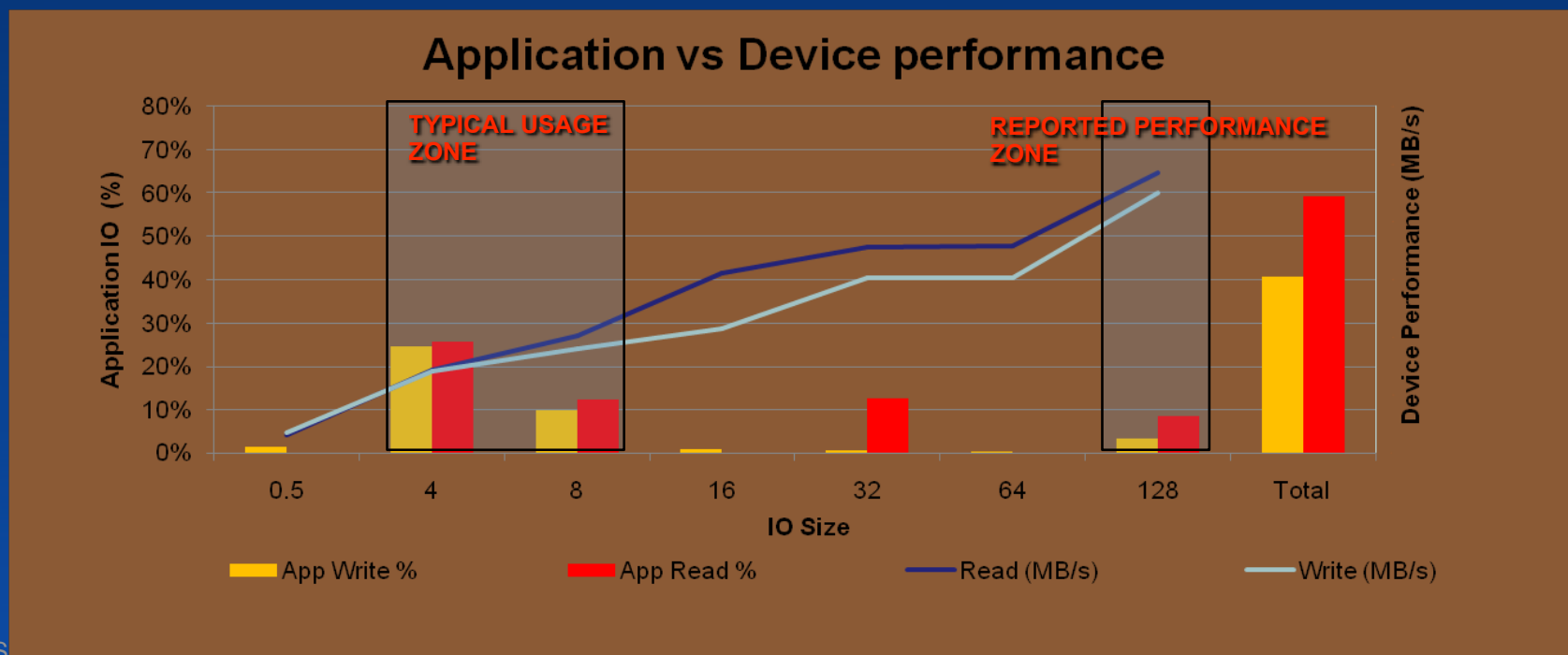
Dell's approach to performance assessment

- Must bring customer benefit
- System level performance, not device
 - Device performance is interesting and useful, but may not correlate with overall system performance
 - In most cases, customers buy systems, not drives



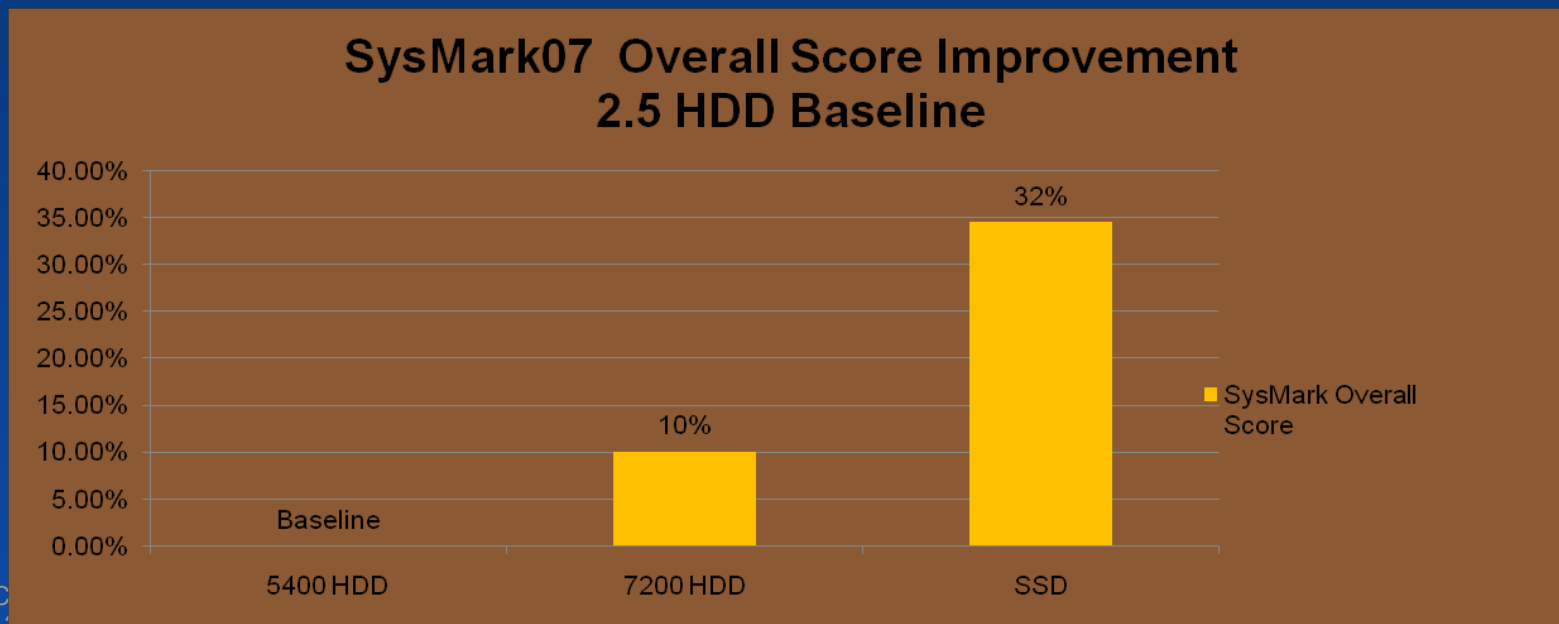
Reported compared to actual performance

- Reporting the highest MB/s number may not correlate with customer benefit
- Device performance that is aligned with application usage will result in the highest customer benefit.



Customer impact

- Sysmark correlates with customer benefits.
 - ~10% is noticeable
 - ~20 % is very noticeable
 - ~30 % is significantly noticeable





Call to action

- Develop benchmark tools that correlate with customer usage and benefit
- Enhance Device performance that aligns with application usage to result in customer benefit
- Work with PC OEMs to explore new methods for performance enhancement
 - e.g. BIOS, Storage drivers and applications