

# Flash and Hard Drives: Partners in Tomorrow's Storage Systems

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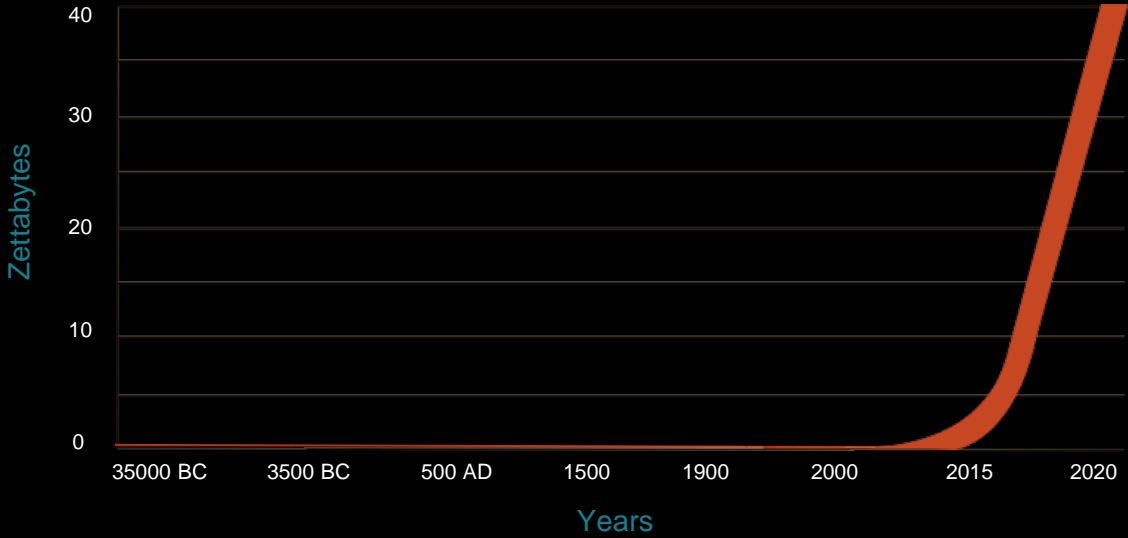


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# 5,000 Years of Data Creation



# When Measuring the True Value of the Storage Industry...



ONE MUST

LOOK

BEYOND

ITS IMMEDIATE

MISSION



# We are Not in The Client Server World Anymore

CORPORATIONS DROVE  
THE CLIENT  
SERVER PLATFORM

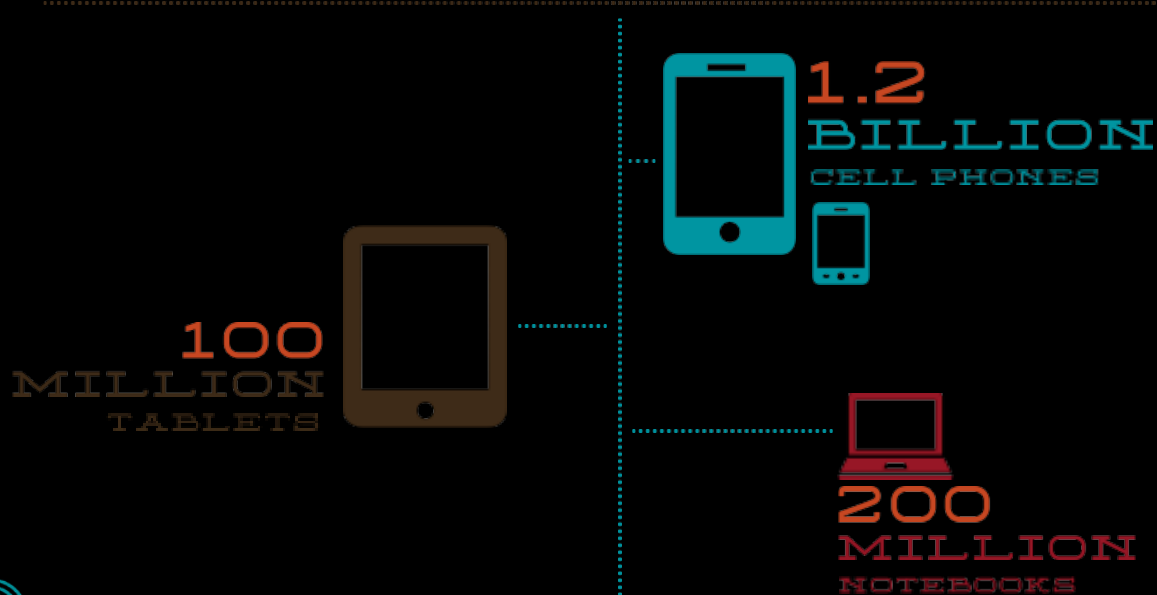


CONSUMERS ARE  
DRIVING THE  
EMERGING PLATFORM



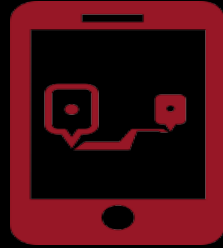
# Four Forces Driving Storage Demand

- More devices producing more data

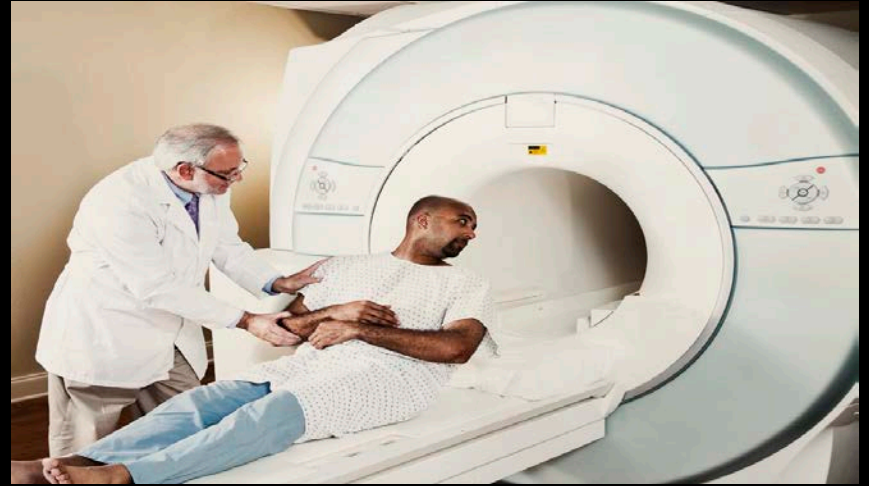


# Four Forces Driving Storage Demand

- More sophisticated devices producing richer data
- *The internet of things*

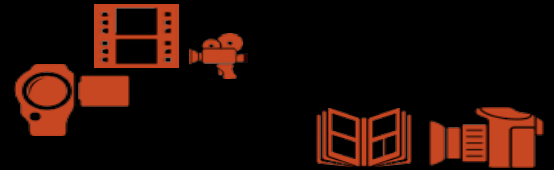


GENERATES MILLIONS OF  
BYTES OF DATA



# Four Forces Driving Storage Demand

- Video-centric technologies



MILLIONS OF  
TERABYTES

.....  
# EVERY  
YEAR

# Four Forces Driving Storage Demand

- Video-centric technologies



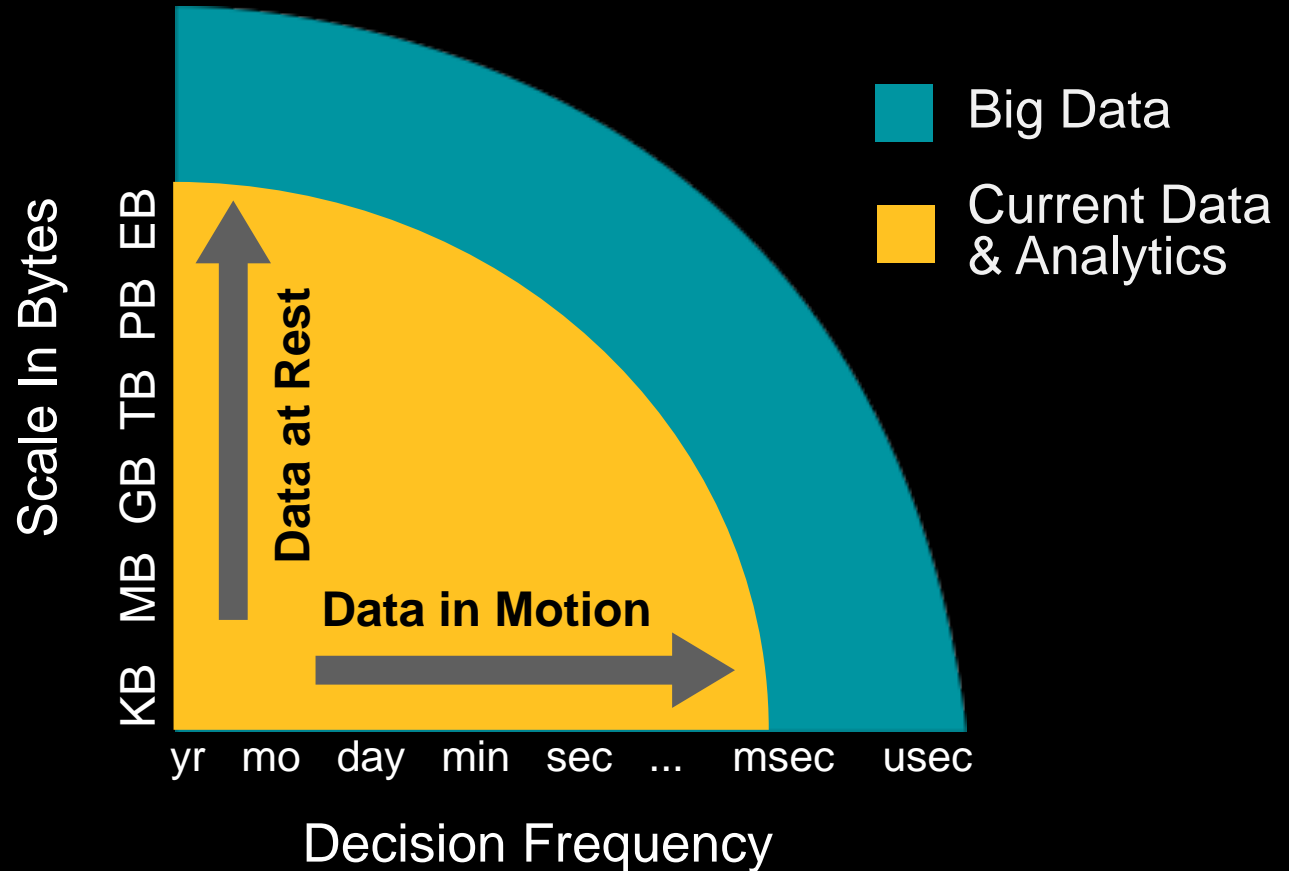


# Four Forces Driving Storage Demand

- Analytic capabilities



# Big Data: What is it?



# Big Data: Where is it?



Public and Private Clouds



Hyperscale Data Centers

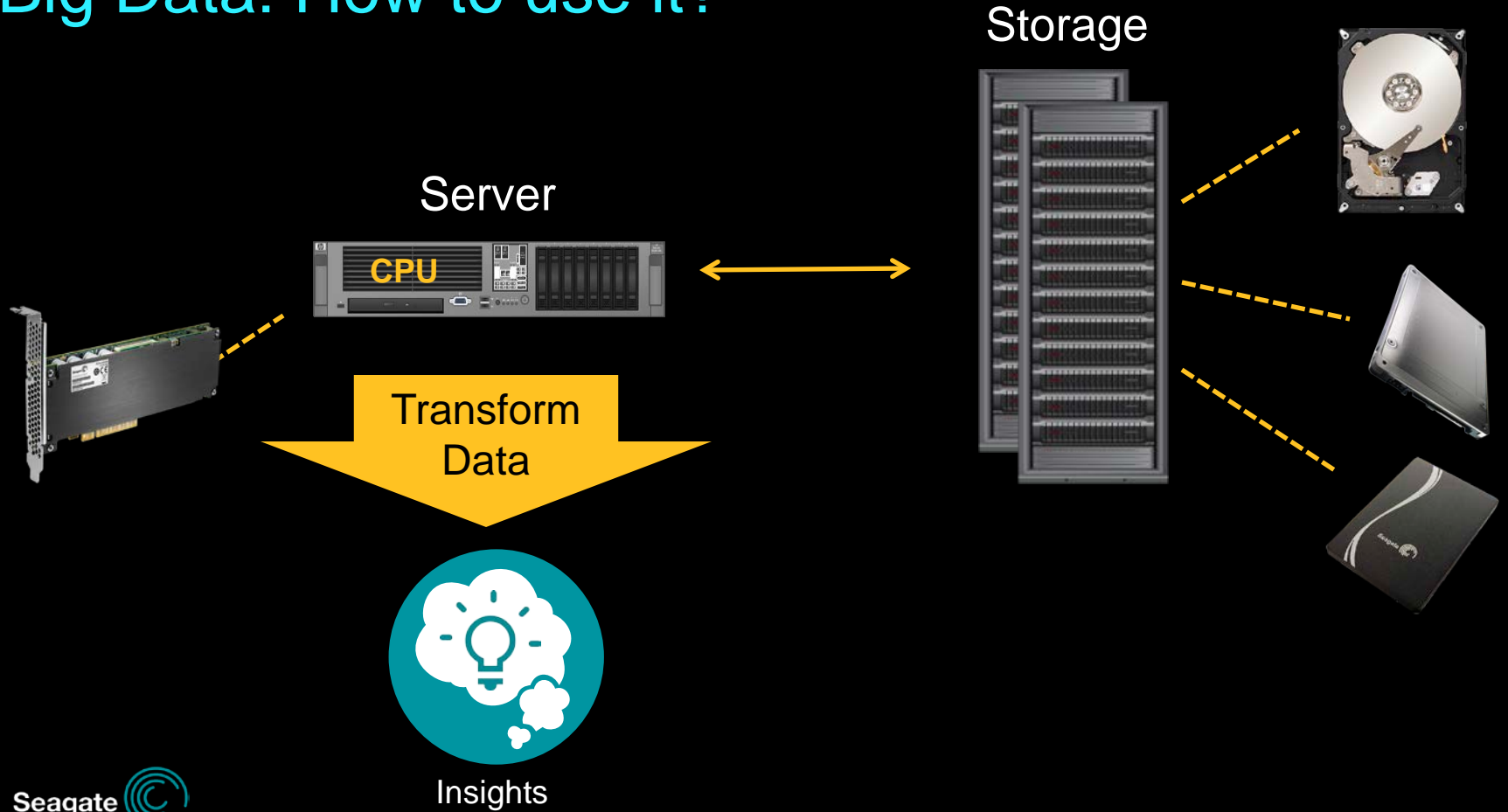


On Hard Disk Drives



...and on Flash Devices

# Big Data: How to use it?



# Cloud Companies are Different and SSD's Play a Significant Role

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SERVICES  
**BILLIONS**  
OF QUERIES  
PER SECOND .....

**f** .....

HANDLES  
**1.1B** ACTIVE  
USERS EACH  
MONTH

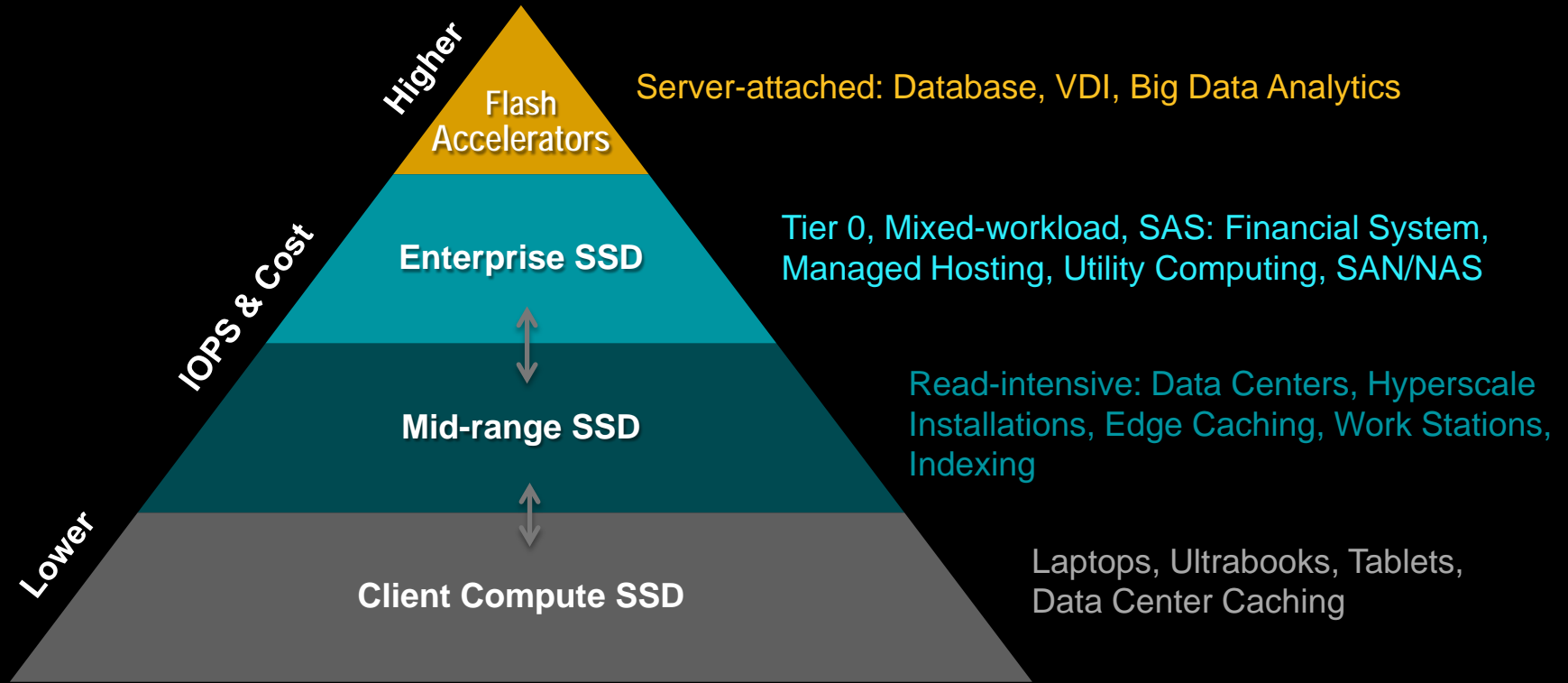
AZURE .....

PROCESSES  
>500K AD  
LOGINS/MIN

 **Microsoft**

DELIVERS  
**200+** SERVICES  
>**1B** USERS

# Flash Segmentation is Changing



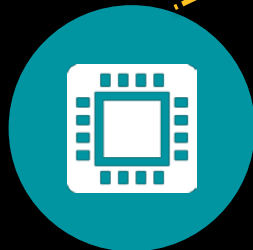
# Investing in SSD Technology

*Controllers and Software will become Key Differentiators*



VIRIDENT

Seagate



12Gb/s



S  
A  
S

# Flash Sourcing

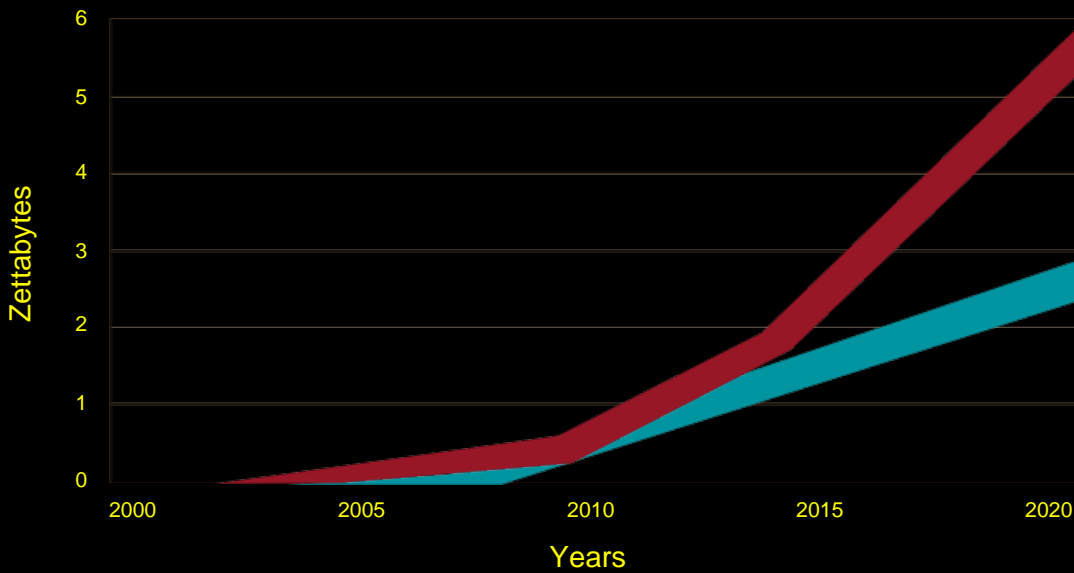
*Creating Strategic Partnerships with Memory Suppliers*

**SAMSUNG**

**TOSHIBA**



# The Storage Gap: An Unprecedented Opportunity



The future really is not about *Flash vs. HDD...*

The future is really about *Flash and HDD...*



# Thank you



Please come see us at booth # 302

# Additional Information

[www.seagate.com](http://www.seagate.com)

