



The Move to M.2

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Enterprise Product Marketing

SanDisk® Corporation

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Forward-Looking Statements

During our meeting today we will make forward-looking statements.

Any statement that refers to expectations, projections or other characterizations of future events or circumstances is a forward-looking statement, including those relating to market position, market growth, product sales, industry trends, supply chain, future memory technology, production capacity, production costs, technology transitions and future products. This presentation also contains forward-looking statements attributed to third parties, which reflect their projections as of the date of issuance.

Actual results may differ materially from those expressed in these forward-looking statements due to a number of risks and uncertainties, including the factors detailed under the caption "Risk Factors" and elsewhere in the documents we file from time to time with the SEC, including our annual and quarterly reports.

We undertake no obligation to update these forward-looking statements, which speak only as of the date hereof or as of the date of issuance by a third party, as the case may be.

About SanDisk Corporation

- Designs, develops and manufactures flash memory storage solutions and software.
- Flash memory storage product portfolio include solid-state drives (SSDs), ULLtraDIMM Flash DIMM SSD, PCIe based flash storage solutions and caching software designed for Enterprise Datacenters, Hyperscale and Cloud Computing environments.

A long-exposure photograph of a subway station platform. The train tracks and platform walls are blurred into streaks of color, creating a sense of motion and time passing. Several people are walking on the platform, their figures also slightly blurred.

A Walk through Time

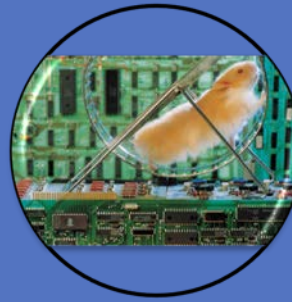
The IT Reality



Smaller



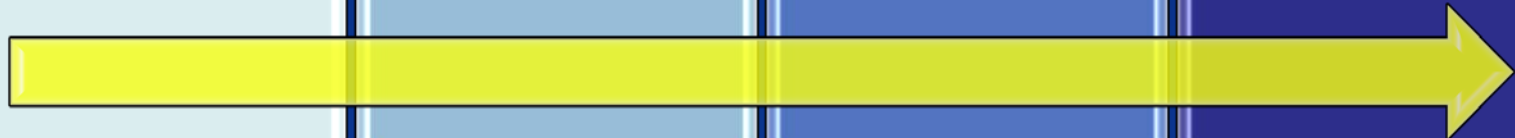
**More
Capacity**



Greener



Free?

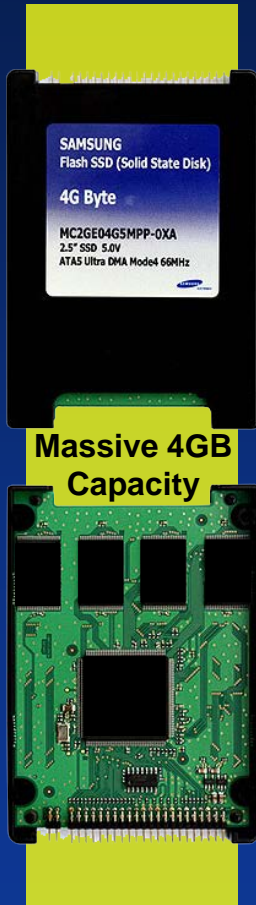


Condor Airlines Flies with SanDisk Flash Storage Cards



- SUNNYVALE, Calif.--(BUSINESS WIRE)--Feb. 4, 1997--SanDisk Corporation (NASDAQ:SNDK) announced today that it has equipped every pilot on Condor Flugdienst GmbH, a leading German airline, with a 20MB (megabyte) flash storage card.
- The solid-state (no moving parts) removable storage cards, much more rugged and reliable than standard rotating disk drives, are used in notebook computers that each pilot carries on board for every flight.

The Race to Smaller/Bigger



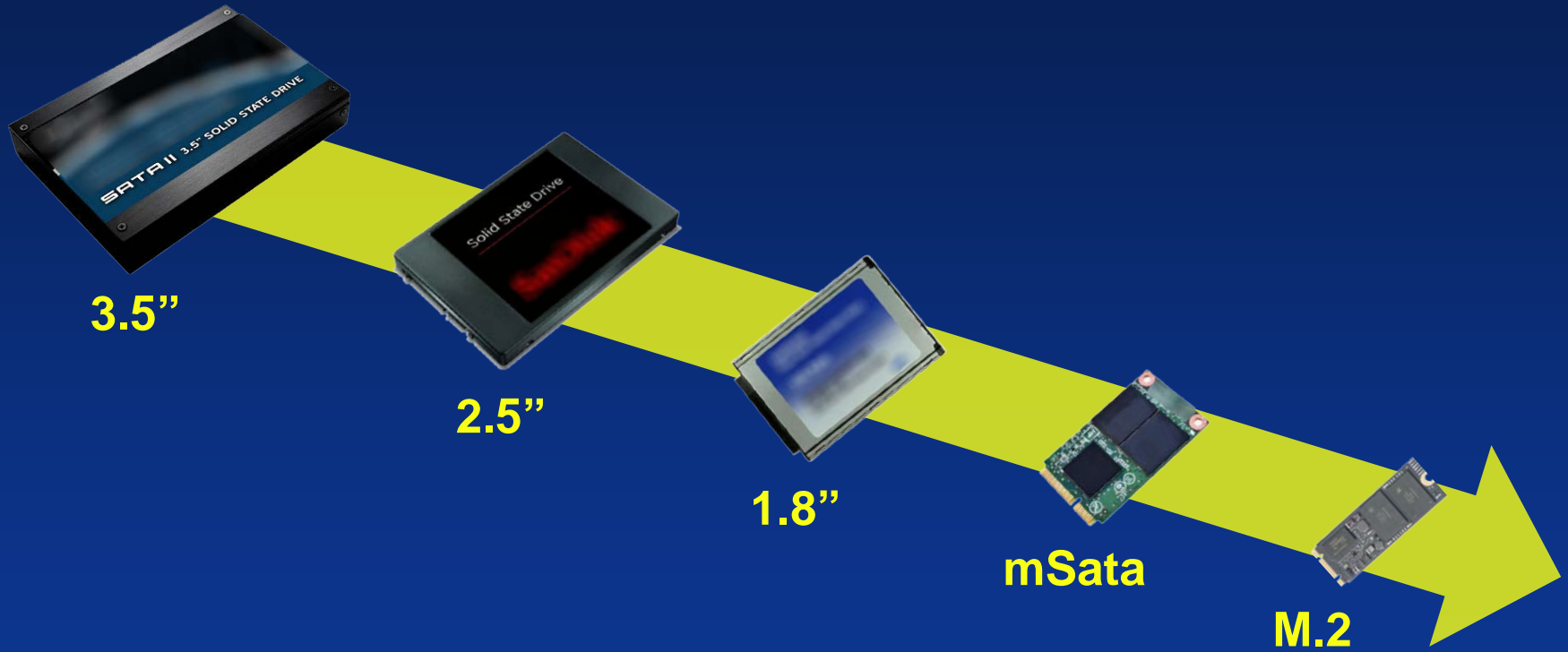
- 2006--one of the first SSD's available
- High speed NAND flash cache for notebooks and PCs were introduced in conjunction with the Microsoft Windows Vista and leveraging Windows ReadyBoost
- By caching Hard Drive data using flash SSD and the Microsoft Windows Vista operating system, a typical user will see performance gains that will make working with their PC lightning fast

The Rise of M.2

- What is M.2?
 - It is not a Tom Cruise Movie
 - It is not a Winery
 - It is not a Sony Cell Phone
 - And finally is not a awesome watch (*I must have...*)



A Trend towards Smaller



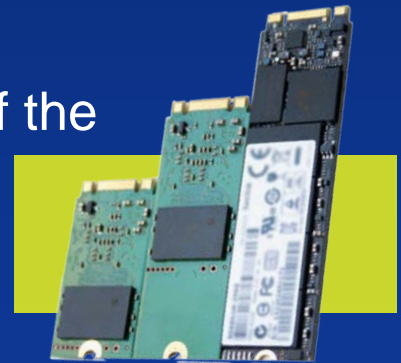
Flash Memory Summit Why?

- Invented by Intel
- Provides Improved Flexibility of Deployment
 - A single one can be used in you favorite Ultrabook
 - But not my MacBook Pro ☹
 - Hundreds can be used to provide cost effective high capacity storage in the datacenter
- Enables expanded cost and capacity options
 - Different board size options allow a wider rand of deployments that mSATA
- Adds USB 3.0 Support



Benefits over mSATA (Mini-Sata)

- It is newer 😊
 - Not limited by legacy layout limitations
 - Built on SATA Express not PCI Express
 - Adds a USB 3.0 port support
- Past/Future support
 - Can be designed to supports legacy (AHCI) and new NVMe interfaces
- Higher Density
 - M.2 has been designed to maximize usage of the card space while minimizing the footprint.
 - M.2 devices can provide double the storage capacity within the footprints of mSATA SSD devices.



M.2 Use Cases

- Next Generation SSDs for Laptops
 - More capacity in less space
- Next Generation SSDs for Ultrabooks
 - Helps enable smaller and smaller Ultrabooks
- High Performance Gaming Systems
- HyperScale and Cloud
 - Can provide new more cost effective flash storage option for Cloud and HyperScale data centers

Conclusions

- M.2 is the next generation cost effective SSDs storage
- It builds on mSATA but is not limited by mSATA's legacy architecture
- It can be used in everything from the latest Ultrabook to the a server in the cloud
- Its unique architecture enables a much broader range of deployments

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M.2 Form Factor Innovation

- Low power consumption
- Thin and light form factor providing flexibility in design
- Ideal for Ultrabooks™ requiring high performance
- Available in single-sided or double-sided versions
- Designed to maximize the usage of the card space while minimizing the footprint

SanDisk strives to be the industry leader in form factor innovation, allowing motherboard and PC OEMs to create cutting edge products.



M.2 2242
2280



M.2 2260



M.2




Thank You!

Keep up to date with the latest on technology trends and news from SanDisk at ITBlog.SanDisk.com


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About Rob Callaghan



Product Marketing Manager, SanDisk Enterprise Storage Solutions

Rob Callaghan brings over 20 years of experience in enterprise storage product marketing.


At SanDisk, Rob drives outbound marketing efforts for SanDisk's ULLTRADIMM and PC3 Enterprise Storage products and solutions.

Most recently, Rob was the manager of product and marketing in the Datacenter Solutions Group at LSI Corporation. Before joining LSI, Callaghan held product and marketing management position at Quantum Corporation, Nortel, JCOM and Adaptec. He is an accomplished speaker, presenting at many industry events, including Storage Networking World and EMC World, and he is actively involved with SNIA in the Solid State Storage Initiative. He is the former Chair for the SNIA Storage Management Forum.

Rob holds a bachelor's degree in Business Information Systems from California State University East Bay and an MBA from Santa Clara University.

Strolling through Computex: A Sea of Cutting Edge Computing

June 27, 2014 By Rob Callaghan



The journey to Computex was not as easy as traveling to New York, Chicago or Denver, where the last industry events I participated in took place. After finally arriving at the designated hotel in Taipei after a 14 hour plane ride and 1 hour taxi ride, it still was another 45 minutes to the TWTC Nangang Exhibition Hall. The Nangang complex is one of the three venues hosting the giant Computex show. ... [\[Read more...\]](#)

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