



# *Worldwide Solid State Drive Market*

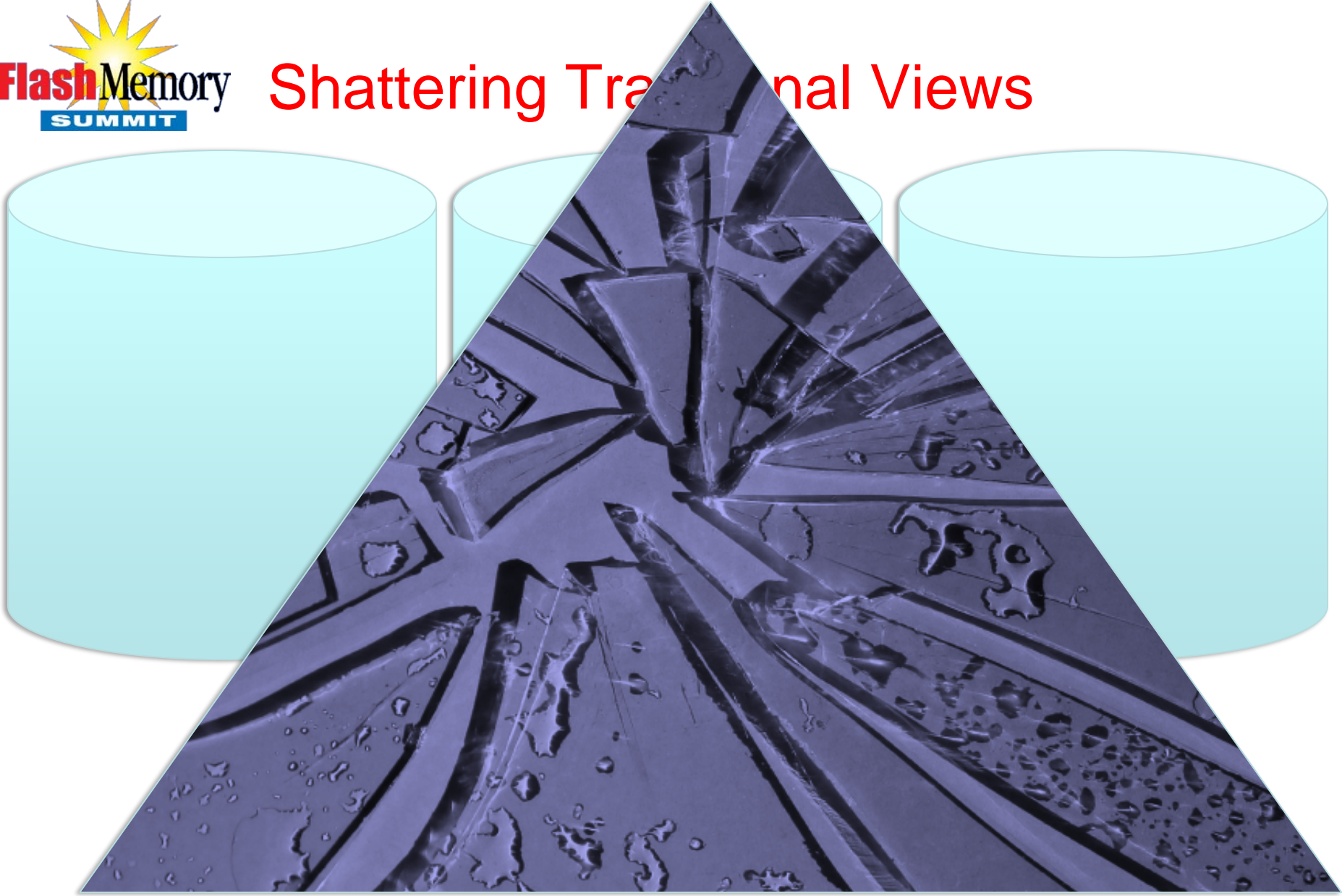
## *Flash Memory Summit, 2014*

Jeff Janukowicz

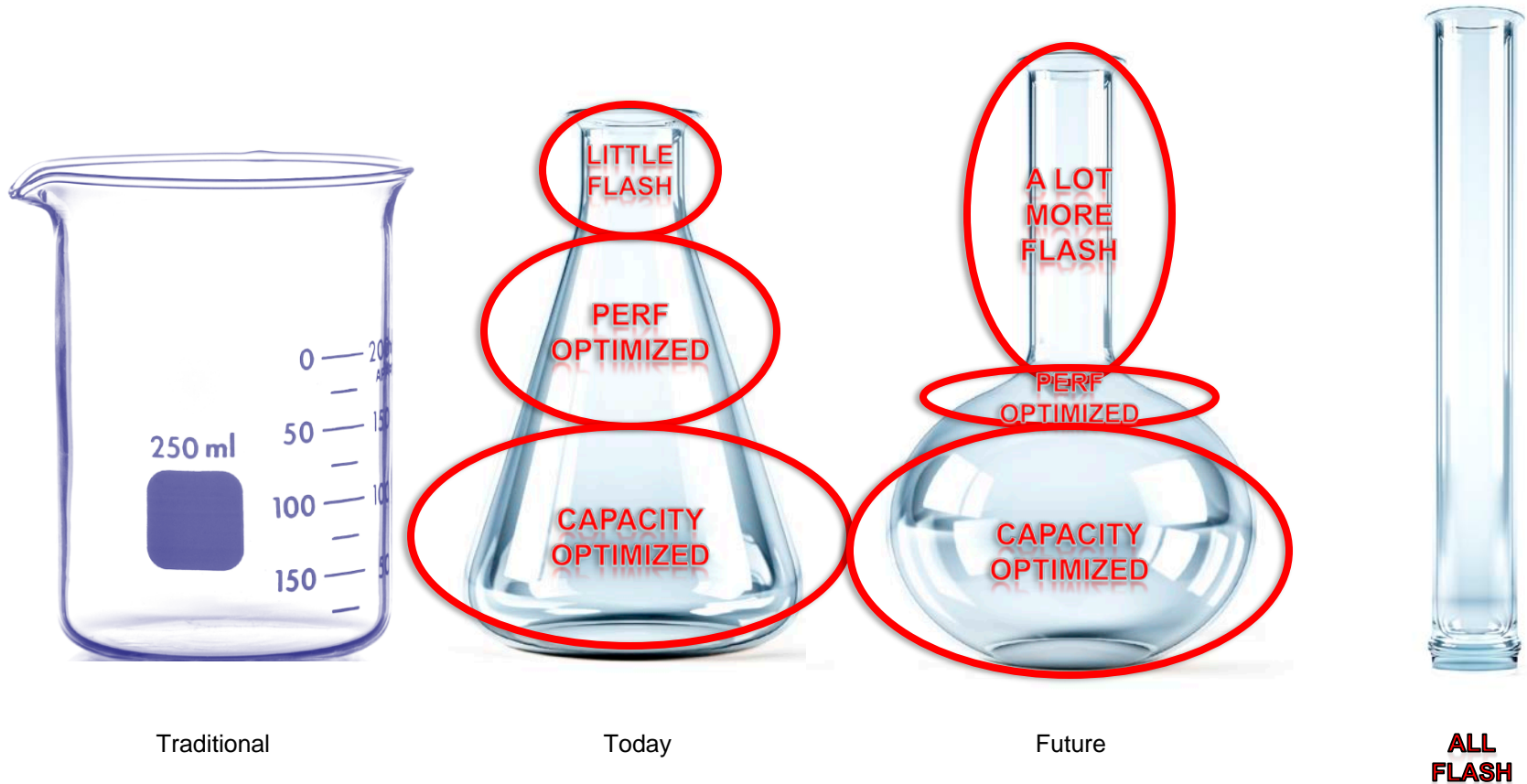
IDC – Research Director

Solid State Drives and Enabling Technologies

# Shattering Traditional Views



# The New Paradigm: The Storage Flask



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Fact is, Datacenters come in all different shapes and sizes with variable workloads – but they all will have one thing in common – hot and cold data

To capitalize on the opportunity:

- Embrace the new paradigm
- Leverage flash across the portfolio
- Optimize solutions for the targeted applications



# Questions?



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