DARREN THOMAS, Micron VP of Storage Solutions

Accelerating the Storage Revolution
Flash is 5% of Storage Deployments Worldwide
We surveyed 180 IT Professionals
How are IT Professionals Using Flash Today?

- **Laptops (Company Owned):**
  - 70% (Current Use)
  - 17% (Considering)
  - 12% (Not Considering)

- **Desktops (Company Owned):**
  - 64% (Current Use)
  - 26% (Considering)
  - 11% (Not Considering)

- **Data Centers:**
  - 40% (Current Use)
  - 35% (Considering)
  - 27% (Not Considering)
What is the Biggest Barrier to Adoption?

88% - Cost
63% - Capacity
26% - Benefits
16% - Improved Technology
Transforming the User Experience
Flash of Today
Delivering Better User Experiences
Realizing the Future: 3D NAND

EXTENDING MOORE’S LAW

UNPRECEDENTED STORAGE CAPACITY

SOLID ENTERPRISE STORAGE FOUNDATION
Geoffrey Moore’s Technology Adoption Lifecycle

THE CHASM

Early Market

Mainstream Market

We Are Here

People Who Want

Newest Things

People Who Want Complete Solutions and Convenience

Innovators

Early Adopters

Early Majority

Late Majority

Laggards
Accelerating the Future: 3D XPoint™

1000X FASTER THAN NAND
1000X ENDURANCE OF NAND
10X DENSER THAN CONVENTIONAL MEMORY

3D XPoint