NVMe™ - Customer Perception & Usage

Narayan Venkat
Vice President, Data Center Systems
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Forward-Looking Statements

Safe Harbor | Disclaimers

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- A market leader with industry’s broadest product portfolio
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- Vertically integrated business model for operational efficiency

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With a portfolio of leading brands

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Enterprise SSD  
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Client HDD  
Network Attached Storage & Personal Cloud  
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NAND Components  
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From Silicon to Systems

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Ultrastar®
NVMe Storage Servers

Ultrastar DC ME-Series
Memory Extension drives

Ultrastar DC SN-Series
Data Center NVMe drives
NVMe – Customer Perception and Commitment

NVMe Understanding and Awareness

- I have good knowledge of NVMe storage: 78% Strongly Agree, 8% Disagree
- I understand which workloads benefit from using NVMe: 82% Strongly Agree, 8% Disagree
- I know how to make a good business case for NVMe investment: 61% Strongly Agree, 12% Disagree

What your Commitment to Deploying NVMe Storage?

- STRONGLY AGREE: 37%
- AGREE: 18%
- NEUTRAL/UNSURE: 21%
- DISAGREE: 14%
- STRONGLY DISAGREE: 9%
NVMe – Real World Usage and Inhibitors

Customer Deployment and Use Cases

- Real-time Analysis
- Transaction Processing
- Business Applications
- Data Warehouses
- Data Modeling
- Machine Learning

Low-Latency Applications
Business Analytics
Machine Intelligent Analytics

What’s Inhibiting Greater NVMe Adoption?

- The current state of the server systems already deployed: 26% significant inhibitor, 36% causes friction
- Recent storage platform investments elsewhere (AFA etc): 10% significant inhibitor, 27% causes friction
- The technical maturity of NVMe solutions: 13% significant inhibitor, 28% causes friction
- Pushback from finance/procurement: 16% significant inhibitor, 21% causes friction

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2019 is the Year of NVMe!

NVMe – Perception and Real World Usage

Join me in the

Enterprise Storage Track

@ 4:40pm on Wednesday, August 7, 2019
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Architecting Data Infrastructure for the Zettabyte Age

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