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Data Storage Growth – Threat or Opportunity?

The recent, exceptional growth and future potential of the memory/data storage market is attracting a huge number of competitors with a confusing range of offerings. As the price of flash memory declines and new processes make higher capacities available in ever-smaller silicon die sizes, the opportunities for flash seem boundless. High-end multimedia handsets and feature phones with high-resolution cameras are hungry for more storage capacity. Blade servers and printers require not only more storage capacity but high-speed USB interfaces. Hybrid flash/hard disk drive packages are now being used to meet voracious media data center storage needs.

Success in such a huge market is not at all obvious. Within the flash market for consumer products, the competition is fierce. Competing for the same customers are new micro drives and most recently, hybrid embedded flash/hard drives. The business and rugged space is equally flooded with competitors offering hard drives versus solid-state, flash drop-in replacements for hard drives. Vendors sorting through manufacturer claims on the major features – cost, size, performance, data reliability and power consumption – have a difficult time comparing all the offerings. This works against all memory suppliers in the industry.

Based on case studies and usage scenarios that reduce the hype to actual code and data storage requirements, this presentation will identify these major issues as they represent opportunities and threats to the players in the memory market. It will conclude with a discussion of trends, new technologies and processes that pose opportunities for future growth and cooperation within the memory market.

Zack Weisfeld manages M-Systems' staff and activities in the US. Previously, he served as vice president of marketing for the Mobile DiskOnChip product line at M-Systems. In this capacity, he oversaw M-Systems' efforts with the wireless design market, talking regularly with carriers and OEMs regarding next-generation memory solutions. Previously, Weisfeld held general management, marketing and business development positions for companies including Microsoft and J. Walter Thompson. He has extensive speaking experience at industry events, including 3G World Congress, Wireless Systems Design, Storage Visions, and various Semico and Denali events. Weisfeld earned a BA in economics and an MBA from the Kellogg School of Management at Northwestern University.