



# STORAGE VISIONS™ 2008 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



## **Iri Trashanski, Director, Business Development and Strategy, SanDisk**

### **TITLE**

Working in Parallel: A Consumer-Oriented Approach to Laptop Storage

### **ABSTRACT**

A confusing mix of storage solutions is being brought to market to solve the performance problems of a hard disk drive-only configuration for consumer laptops. Flash is being touted as the savior. But the various HDD + flash storage solutions being offered until now fall short of implementing flash to work side by side with the hard disk drive. Instead, they use flash to perform serial transactions as a caching solution for the HDD. This presentation will discuss a new concept that embeds of flash inside the laptop, operating in parallel to a high-capacity hard disk drive. It will explain how this configuration works, and the benefits it brings to users to enable high performance with high-capacity storage at a low cost/Gigabyte.

### **BIOGRAPHY**

As director of business development and strategy for SanDisk SSD product line, Iri Trashanski is responsible for setting the product vision and strategy and building strategic alliances with leading players in the mobile computing market. In his previous capacity at msystems, Trashanski was responsible for the mToken platform, an advanced, USB-based two factor authentication and security solution. Prior to joining SanDisk, Trashanski provided consulting services to the telecom and hi-tech industries in Boston, offering guidance in product and marketing strategy to assist in penetrating new markets. Previously, he served in various business development, sales and marketing positions. He holds an MBA (magna cum laude) from Babson College in Boston, and an MA and BA in business administration and IT from the Interdisciplinary Center in Israel.

Talk to be given at the Storage Visions™ 2008 Conference  
at the Flamingo Hotel in Las Vegas, Nevada, January 5<sup>th</sup> and 6<sup>th</sup> 2008!