



# STORAGE VISIONS® 2011

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**Jeff Janukowicz, Research Manager, IDC**

## **TITLE**

### **A Look at Storage in the New World of Computing**

## **ABSTRACT**

Advancements in semiconductor technology is enabling NAND memory to establish itself as the de-facto media in many consumer electronic devices we use today. However, NAND memory is poised to expand its use in the computing environment as well where HDDs have traditionally been the dominate storage solution. From portable PCs and now media tablets, NAND is on the cusp of making significant inroads into these markets with SSDs, hybrid HDD, embedded designs, and even dual storage solutions.

In this presentation, IDC will explore the trends affecting the market and factors influencing adoption of these technologies, and reveals IDC's outlook in the context of these ever changing dynamics.

## **BIOGRAPHY**

Jeff Janukowicz is a research manager in IDC's storage group where he provides insight and analysis on the SSD and HDD components markets. In this role, Jeff provides expert opinion, in-depth market research, and strategic analysis on the dynamics, trends, and opportunities facing the industry. His research includes market forecasts, market share reports, and technology trends for clients, investors, suppliers, and manufacturers.

Mr. Janukowicz brings more than 15 years of experience within the technology industry to IDC,

including more than 9 years in storage and 12 years in the semiconductor industry. Jeff has held various marketing and engineering positions during his career and before joining IDC he was responsible for strategic marketing for Agere Systems.

Jeff Janukowicz has a BS in Electrical Engineering from the University of Delaware and a master's degree in Management of Technology from the University of Pennsylvania's Wharton Business School and School of Engineering.