



STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

January 4-5, 2011 Riviera Hotel-Casino, Las Vegas, NV, USA



ENTERTAINMENT
STORAGE
ALLIANCE™



Liz Conner, Senior Research Analyst, IDC

TITLE

Personal Storage: Past, Present and Future

ABSTRACT

Quick overview of what personal storage has been historically and where the market is now. In addition, will look into where the personal storage market is going. Insight into transitions of interfaces, increases in capacity, shifts in preferred form factors and regional growth. Will also touch on the growing home NAS segment, the increasing adoption of personal storage for SOHO & SMB needs, as well as how the Cloud interacts with personal storage.

BIOGRAPHY

Liz Conner is a Senior Research Analyst with IDC's Storage Systems and Personal Storage teams. In this role, she conducts in-depth research and analysis for IDC's Storage Systems team as well as provides quarterly quantitative data of the disk storage systems market in the form of the Worldwide Quarterly Disk Storage Systems Tracker. In addition, Ms. Conner is the lead analyst for IDC's Personal Storage research, focusing on tracking quarterly shipment, forecasting the market and providing comprehensive market research.

Prior to joining IDC, Ms. Conner was a cost analyst for Tecolote Research, where she focused on product life-cycle cost estimates for the Department of Defense.

Ms. Conner earned an M.A. in Applied Economics from Binghamton University and a B.A. in Economics from The College of Wooster in Ohio.