



# STORAGE VISIONS® 2012 CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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**Kevin Silver, Vice President of Business Development, NVELO**

## **TITLE**

**SSD and HDD: Dynamic Caching for a Prosperous Coexistence**

## **ABSTRACT**

HDD's are Low cost per bit, but Low Performance. SSD's are High Performance, but high cost per bit. New caching technologies enable PC's to utilize the best of both SSD and HDD technology, and achieve the lowest cost/bit/performance. This presentation will examine the technology and markets for cache SSD's, with a focus on end-user value.

## **BIOGRAPHY**

Kevin Silver is the vice president of business development at NVELO. Mr. Silver has over 17 years of experience in marketing and business development in the semiconductor industry. Most recently, he served an 11 year tenure at Denali Software, Inc. as vice president of marketing, and business development., Kevin now leads NVELO's efforts to manage new partnerships and business opportunities for its Dataplex SSD caching software technology. Mr. Silver holds a BS in Electrical Engineering from Washington State University.