



# STORAGE VISIONS® 2012 CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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## **TITLE**

**Messaging SSD Performance and Reliability**

## **ABSTRACT**

In the last 5 years the Solid-State Drive industry has made significant technical progress with controller design, firmware development, NAND reliability and system validation. However, it faces the constant challenge to clearly communicate SSD performance and quality. There are many specifications, and it is not apparent how the specifications relate to user experience. This presentation proposes a simplistic approach to interpreting SSD performance and quality that can help with customers purchase decisions.

## **BIOGRAPHY**

Touhid Raza has been in Intel's flash group the past 11 years, with experience in both engineering, marketing, and management. Touhid is now focused on the client SSD product line marketing team and bringing SSDs to broader audience in the personal computer segment. He received his bachelor's degree in Computer Engineering from the Bangladesh University of Engineering and Technology, his Master's in Electrical Engineering from University of Maryland at College Park, and his Master's in Business Administration from University of California at Davis.