



# STORAGE VISIONS® 2015

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Michael Smullen, SSD Enterprise Market Evangelist, Samsung Semiconductor, Inc.**

## **TITLE**

**Moving Toward the WOW! (the Write-Once World of storage)**

## **ABSTRACT**

Samsung will discuss how new trends in data storage are shaping SSD endurance requirements. With an increase in data creation and data retention periods, storage requirements are exploding for the data center as market demand grows for personal photo archiving, social media, pervasive sensors and big data analytics. At the same time, the need to quickly retrieve stored data is driving system designers to consider lower endurance SSDs. With the rise of the Internet of Things, rapidly changing market requirements, and advances in SSD technology, read-intensive SSDs will become increasingly prevalent in the data center of tomorrow. We will explain what to look for and why.

## **BIOGRAPHY**

Michael Smullen Michael Smullen is Market Evangelist and Product Marketing Manager for Solid State Drives (SSDs) at Samsung Semiconductor, Inc., where he focuses on new applications for SSDs, including hyperscale data centers and flash storage appliances. Michael joined Samsung from Altera Corporation, where he held a variety of marketing positions, including marketing FPGAs for use as NAND flash controllers in emerging applications, and product line management of Altera's flash component business. Prior to Altera, Michael designed application specific integrated circuits (ASICs), including storage area network (SAN) controller ASICs at ARIO Data Networks. Michael earned a Bachelor's of Science in Electrical Engineering from California Polytechnic State University, San Luis Obispo, and a Master's of Business Administration from San Jose State University.