



Richard Leonarz, Senior Product Marketing Manager, Memory and Storage, Samsung Electronics America

TITLE

V-NAND: Redefining the Social Experience

ABSTRACT

Billions of users view their social network through mobile technology - a smartphone or tablet with applications connecting them with friends and content. What these users typically don't see is what makes their social network work: high performance, high capacity, reliable storage in the data center and the cloud. Leading-edge enterprise storage technology behind the scenes enables more content and faster connections, redefining the social experience. Almost all of the biggest names in social networking, streaming content delivery, and customer service applications depend on data centers equipped with powerful solid state drives (SSDs) to exchange data as quickly as possible. V-NAND flash technology has drastically improved SSDs for consumer and enterprise use, which has a direct effect on billions of consumers in today's on-demand economy. By stacking layer on top of layer in silicon, V-NAND lowers flash chip costs by increasing density, and at the same time increases performance, endurance, and reliability. In this session, Richard Leonarz will highlight the remarkable advancements being made in V-NAND flash, and explain how SSDs are driving today's social experience. Richard will dive into the following questions: Would Facebook, Twitter, Pinterest, Uber, Lyft and other popular social apps be as successful without high-performance storage? What are companies like Amazon, Netflix, and Hulu doing to deliver more content faster using SSD technology? How do V-NAND SSDs power many other well-known sites on the Internet? How will this advanced storage technology help enterprise data centers even better support the evolving social experience for consumers?

BIOGRAPHY

Richard Leonarz is a senior product marketing manager at Samsung Electronics. In this role, he serves as the primary US Spokesperson for Solid State Drives in the B2B Channel, working with System Integrators, Distributors and Corporate Buyers. He has over 10 years of experience in the Data Storage market, having managed both tape and optical storage media in his previous roles. Richard has an MBA in Marketing from Bentley University.