

SSD Insights Q1/13:

Elasticity of Demand

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Agenda

- Q1/13 vs. Q4/12 Forecast
- Computing SSD Revenue Forecast
- Computing SSD Unit Forecast
- Client SSDs
 - Hybrid Hard Drive Adoption
 - PC Flash Cache/Hybrid Dual Drive
 - Ultra-thin Notebook Storage
 - Notebook SSD Forecast

Agenda

- Client SSDs
 - Average SSD Capacity
 - SSD Channel Pricing
 - Client SSD Pricing
 - Tablet SSD Forecast
 - TLC SSD Forecast
 - Client SSD Interface Trend

Agenda

- Enterprise SSDs
 - Captive Datacenter SSD
 - Enterprise SSD Revenue Forecast
 - Enterprise SSD Unit Forecast
 - Aggregate Enterprise \$/GB
 - Enterprise SSD by Technology
 - Average Enterprise SSD (User) Capacity
 - Server-attached SSD Forecast
 - Storage-attached SSD Forecast
- Summary

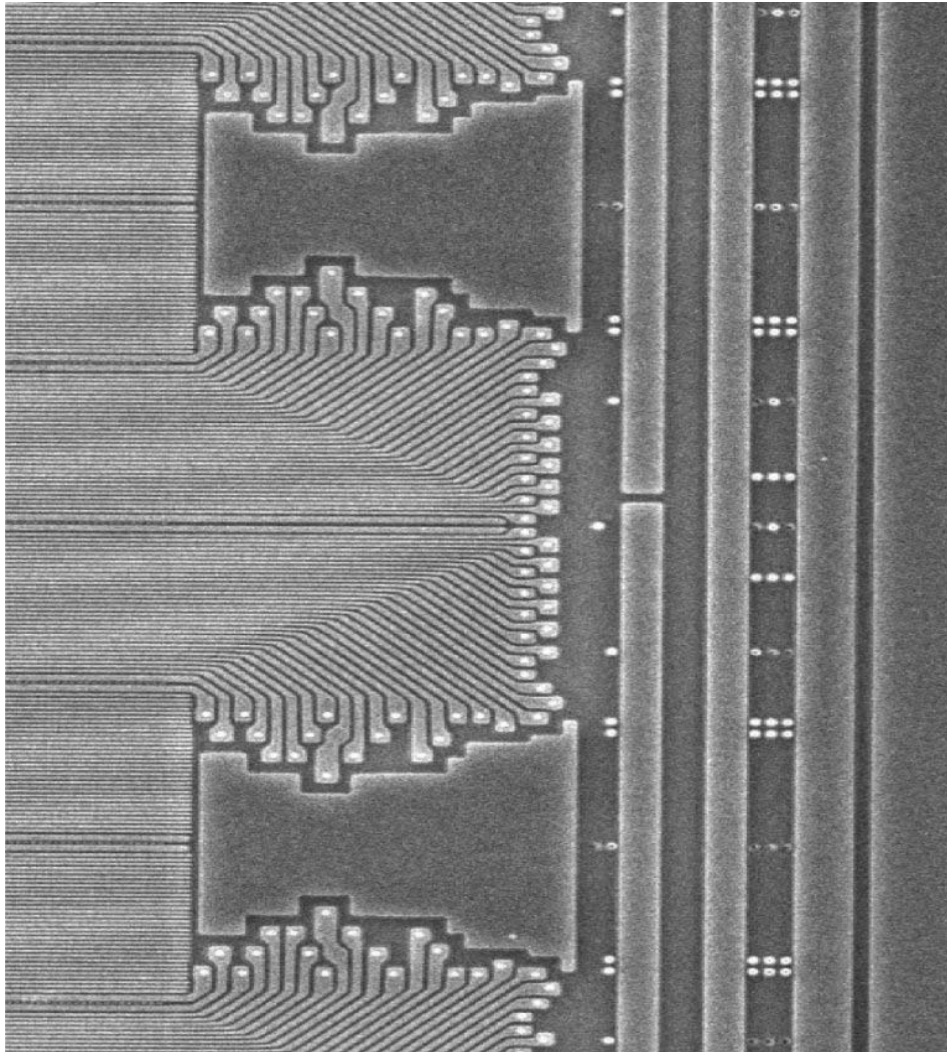
Q1/13 vs. Q4/12 Forecast

Client

- ↑ LCPC SSDs
- ↑ ultra-thin notebook SSDs
- ↓ PC Flash cache SSDs
- ↑ HDDs
- ↑ Desktop SSDs
- ↑ Channel SSDs
- ↓ Tablet SSDs

Enterprise

- ↑ SATA SSDs
- ↓ PCIe SSDs
- ↑ Captive datacenter SSDs



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