



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



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Title

HDD vs Flash: Who will win ? Will both ?

Abstract

iSuppli forecasts that both Flash and HDD will win, depending on the product segment for each. In the case of Flash in Notebooks, iSuppli examines the adoption rates of Intel Robson and HDD in the notebook environment and argues for an even adoption for both until 2010. iSuppli examines the benefit to the consumers, who are the ultimate winners of increased performance, lower power and data security from flash in a notebook.

Biography

Krishna is responsible for storage analysis, including the hard drive and optical drive markets. This includes market opportunities in the established and emerging segments of the industry. Krishna comes to iSuppli after an extensive career at IBM. Hired as a key engineer in thin film operations, Krishna subsequently held management positions in various IBM divisions. In the last 10 years, he has worked closely with industry consultants and recommended key strategic opportunities in the areas of storage sub-systems and hard disk drives. Transferring to Hitachi GST, he continued to play a key role in identifying product features required in the enterprise segment. Krishna earned his MS in Chemical Engineering from Lehigh University and an MBA from SUNY-Binghamton.

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