



# STORAGE VISIONS<sup>®</sup> 2010

AN ENTERTAINMENT STORAGE ALLIANCE<sup>™</sup> EVENT



**Tony Kim, Flash Marketing Director, Samsung Semiconductor**

**TITLE: Expanding the SSD Presence in the Enterprise**

## **ABSTRACT**

In this presentation, Samsung will discuss why the Enterprise is embracing the benefits of SSDs for various server/storage applications.

We will also look at the potential viability of “extended” MLC NAND for select enterprise-class SSD applications and why Toggle-mode (DDR) NAND chips might be the best means of assuring desired performance levels, including increased endurance cycles. Mr. Kim will also cover how MLC Enterprise SSDs need to offer improved Random Read/Write access and a longer operational lifetime – goals within reach of ongoing firmware development.

Finally, we will discuss the need for a new storage infrastructure optimized for the gains enabled by SSD IOPS, to enable IT managers to reap the full benefits of SSDs, an infrastructure overhaul that is already under discussion.

## **BIOGRAPHY**

Tony Kim is Flash Marketing Director for Samsung Semiconductor, Inc. and works as the SSD Technical Marketing lead. He is responsible for product planning and enabling of new Flash memory solutions for wireless/storage applications.

Tony joined Samsung Electronics in 1993 as an application engineer and has spent the last 16 years in product planning and applications engineering team for its memory division. He holds a B.S. degree in Electrical Engineering.