



SCSI Trade Association
A SNIA[®] FORUM

Storage Trends 2024



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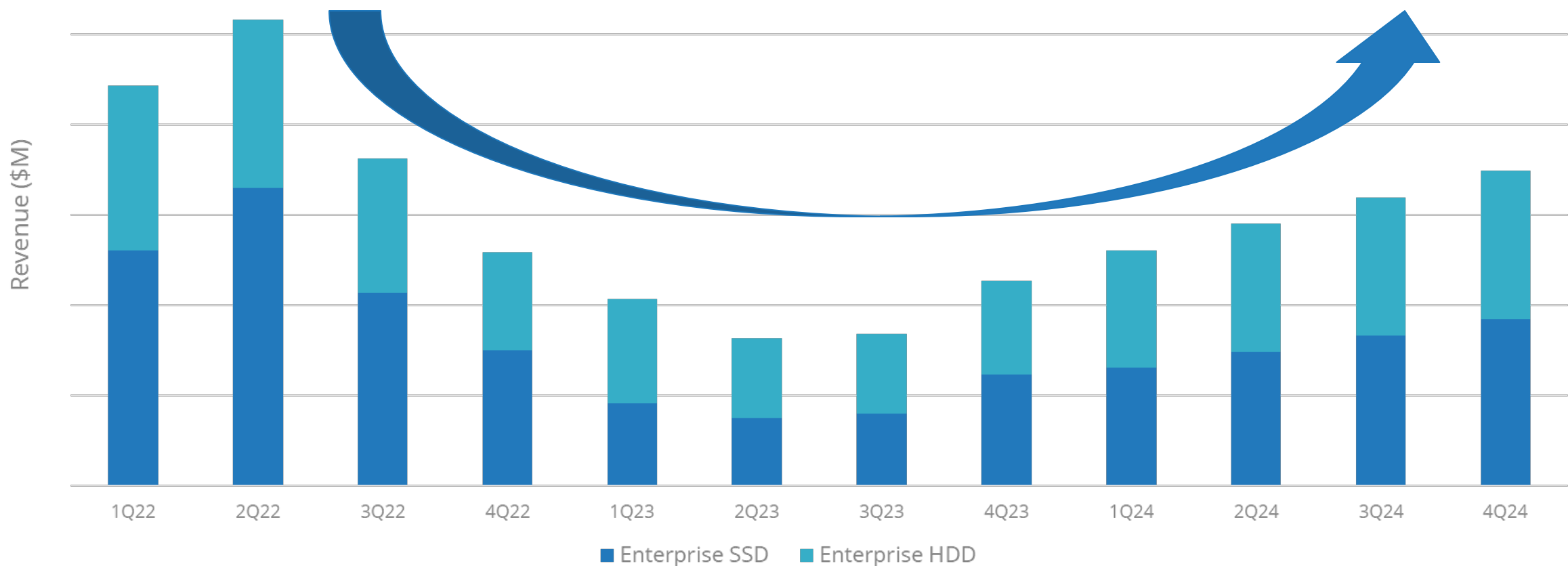
Housekeeping

- Ask questions in the dialogue box on your screen
- Questions will be answered at the end of the webinar
 - If we don't get to your question today, we will post a follow up blog to answer it
- Slides are available for download via the SNIA Educational Library
- Polls will be presented and participation is encouraged

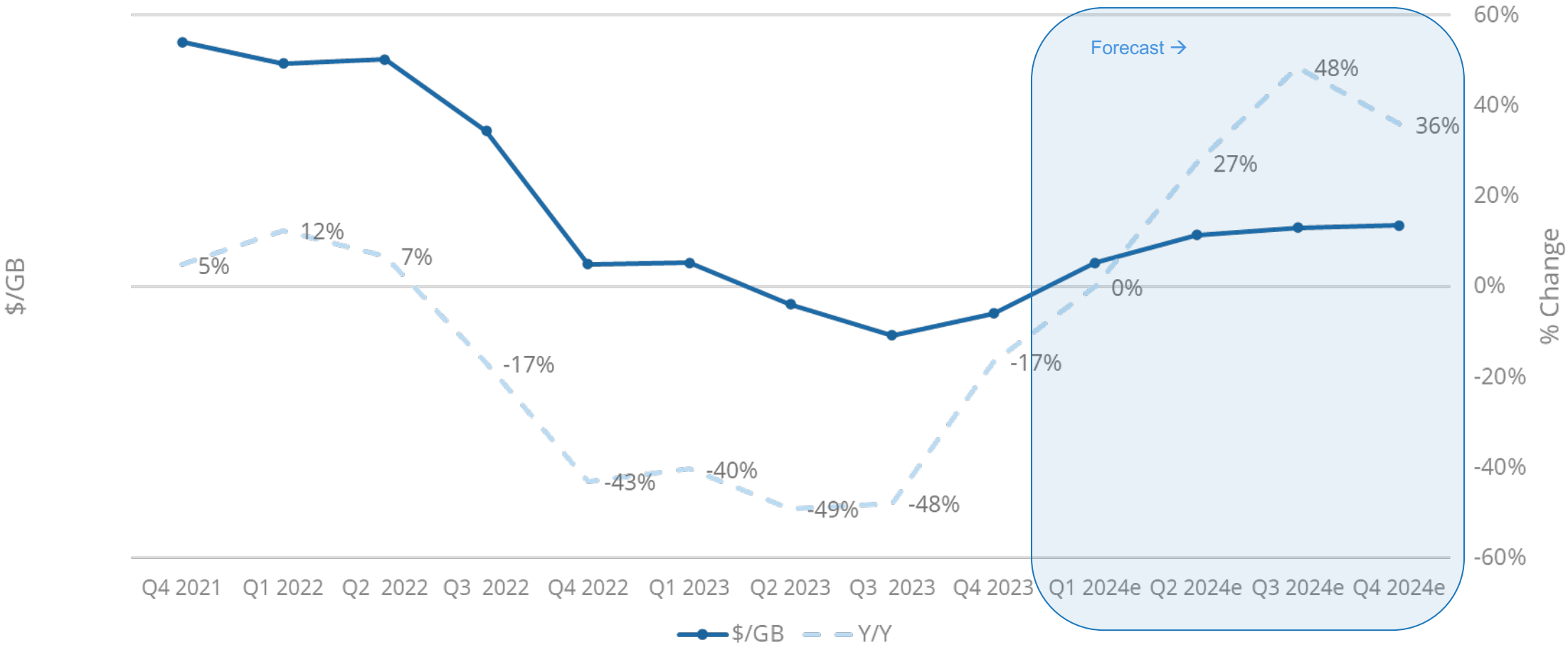
Trend 1: What is the state of the storage industry in 2024?

Enterprise Storage Component Revenue by Technology

Improving near-term demand is primarily a result of normalizing inventory levels, the easing of macroeconomic risks, and improving enterprise and cloud spending trends.

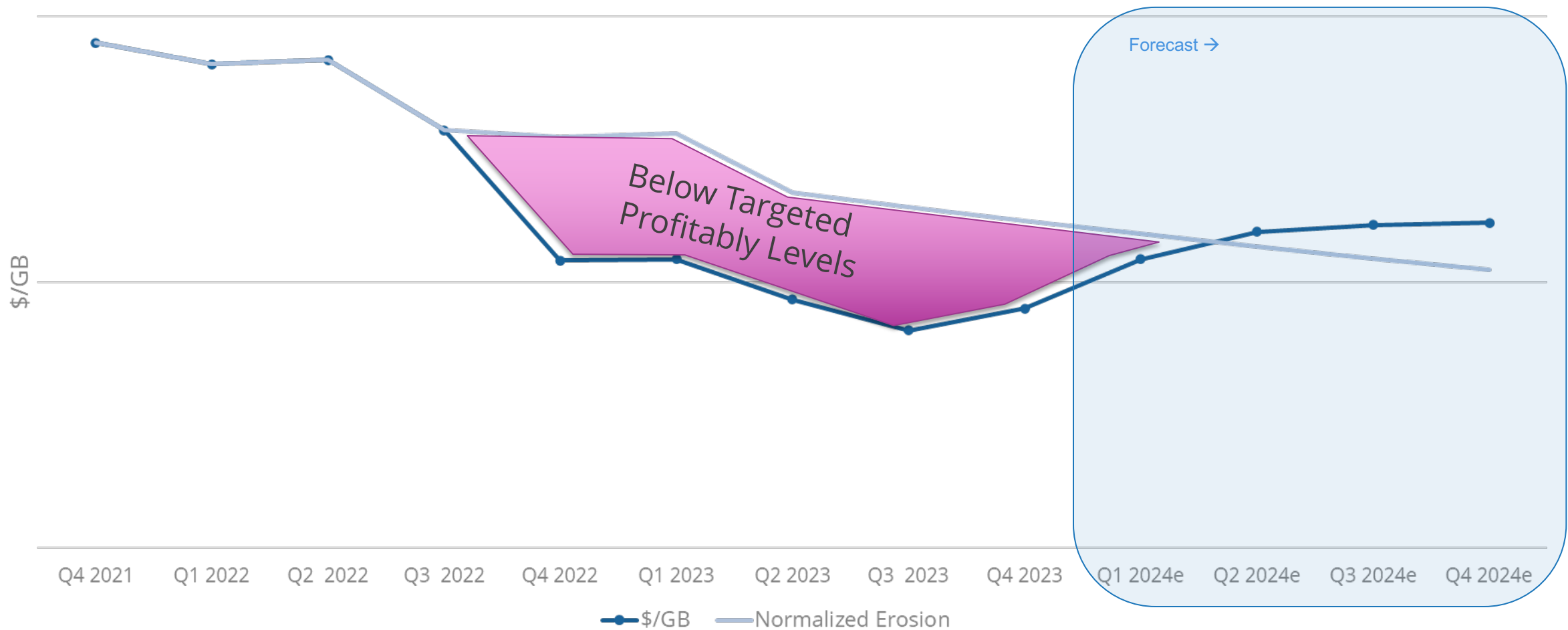


WW Enterprise SSD \$/GB Trends and Forecast



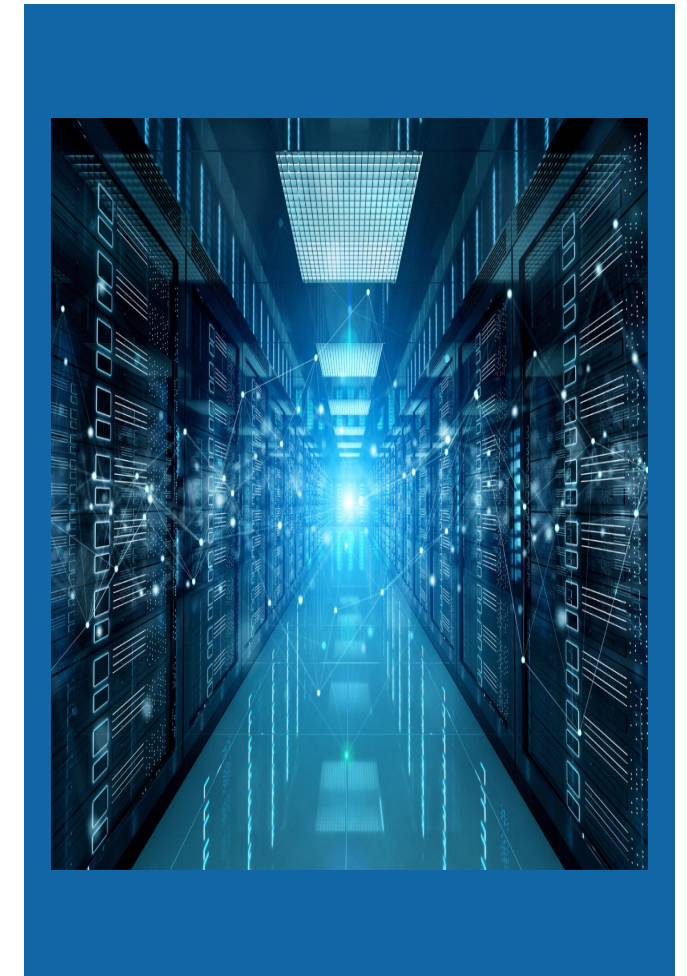
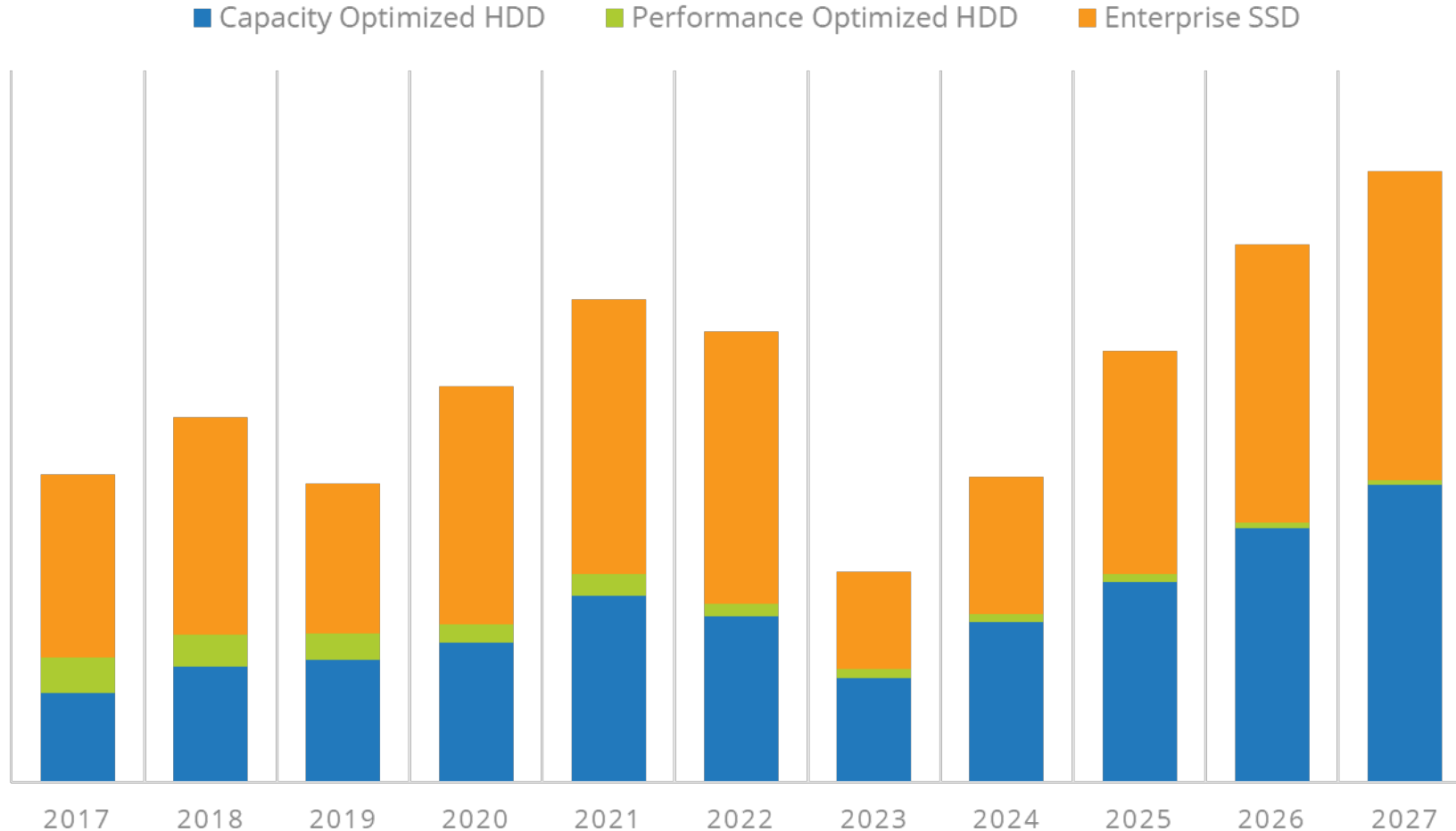
WW Enterprise SSD \$/GB Trends and Forecast

Industry is now on a path to profitability



Enterprise Storage Device Revenue Trends

Long Term Trends Remain Intact to Support Ongoing Demand for Data Growth



Polling question: Are you are using or planning to deploy an AI/ML platform?

(answer in the polling window)




Polling question: Do you feel confident that your storage infrastructure can support an AI/ML platform?

(answer in the polling window)

Trend 2: How are AI and machine learning affecting storage needs?

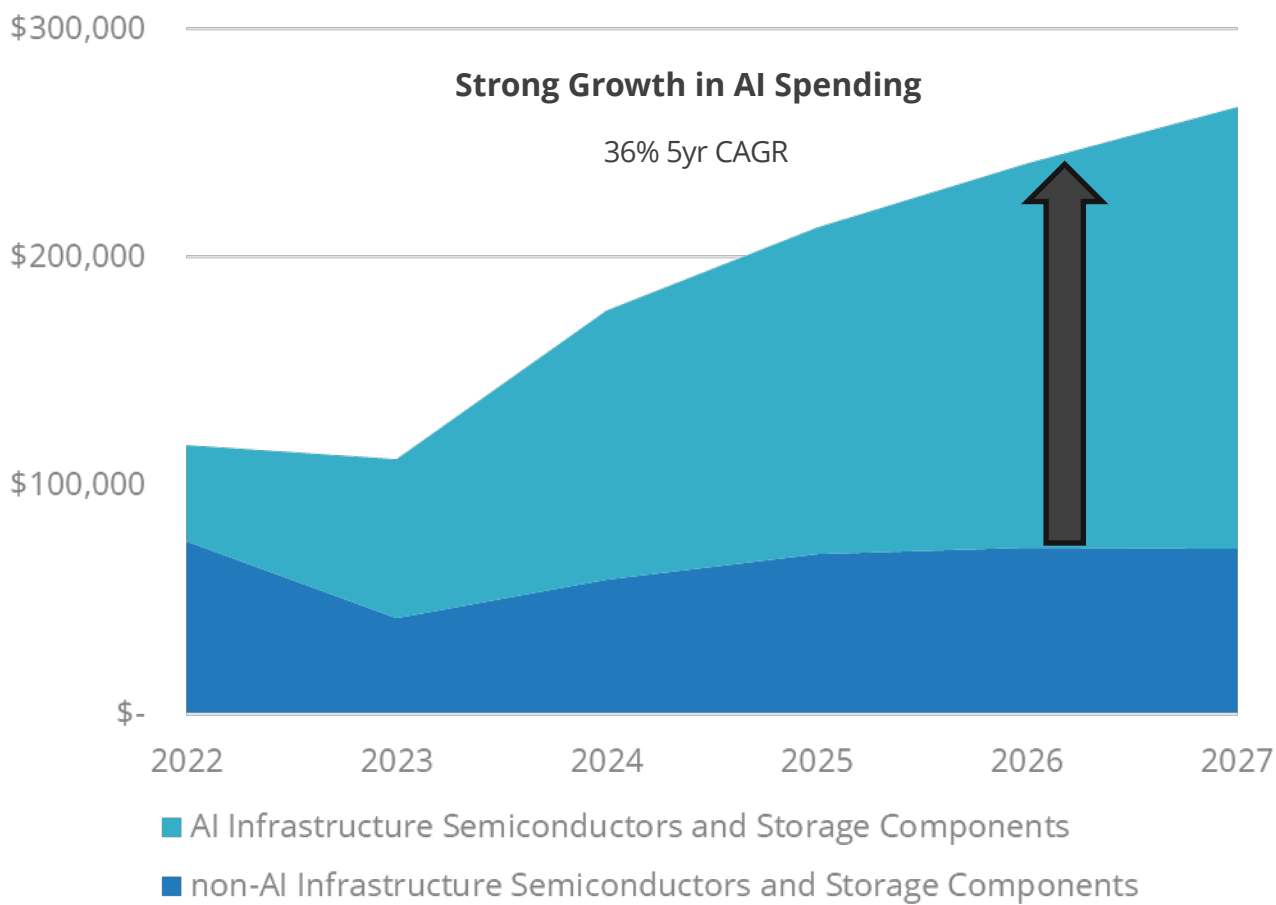
AI is driving the bulk of New Datacenter Investments

Companies are investing to find the right balance between compute, memory, storage, and networking components to support “AI Everywhere”.

-  **Compute** Seeing a near-term shift in spending toward compute
-  **Memory** Memory up-cycle ahead thanks to AI-driven DRAM expansion
-  **Storage** AI is expected to drive higher demand for storage capacity

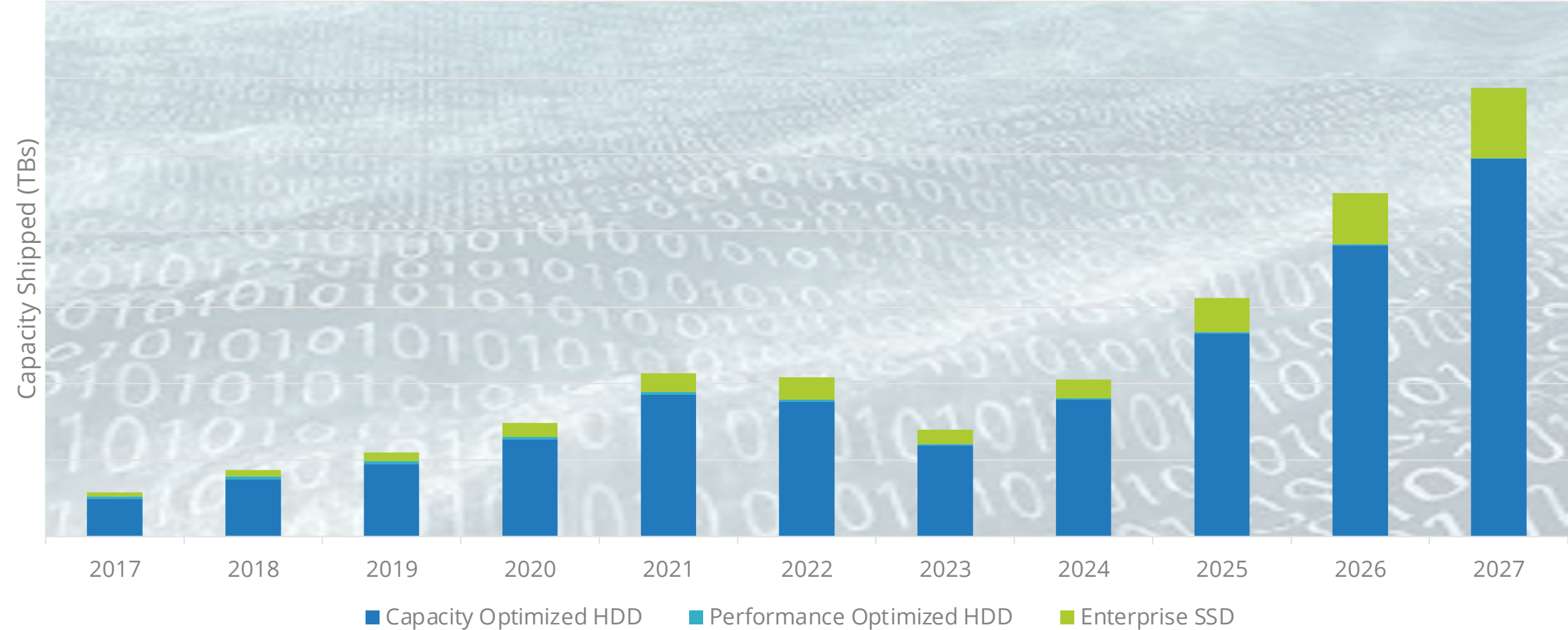
The emergence of AI will make data more valuable driving demand

Datacenter Infrastructure Semiconductor and Storage Mechanisms Spend

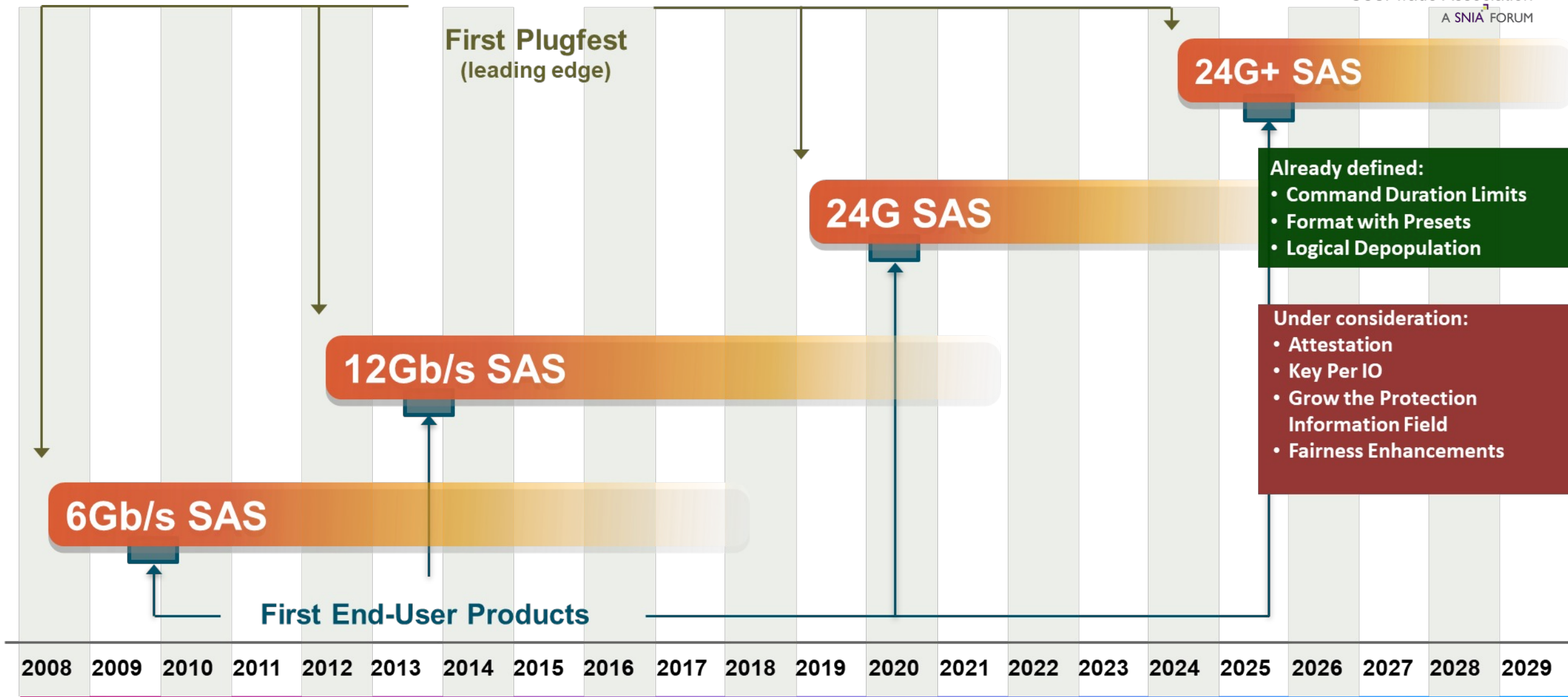


Trend 3: Is SAS dead? What is the role of SAS in the future of storage?

Enterprise Storage Capacity Shipments by Technology



SAS Technology Roadmap



Why is SAS Widely Used?

■ The Value Pillars of SAS

Reliable
Secure
Trusted
Data Center Ready

Dependability

SAS and SATA
SSDs and HDDs
Backward Compatibility

Flexibility

1000s of End Devices
Capacity Storage
Enables “Fabric” Solutions

Scalability

\$ / Performance
\$ / GB
Highest SSD capacities
Large Established Ecosystem
Development

Economics

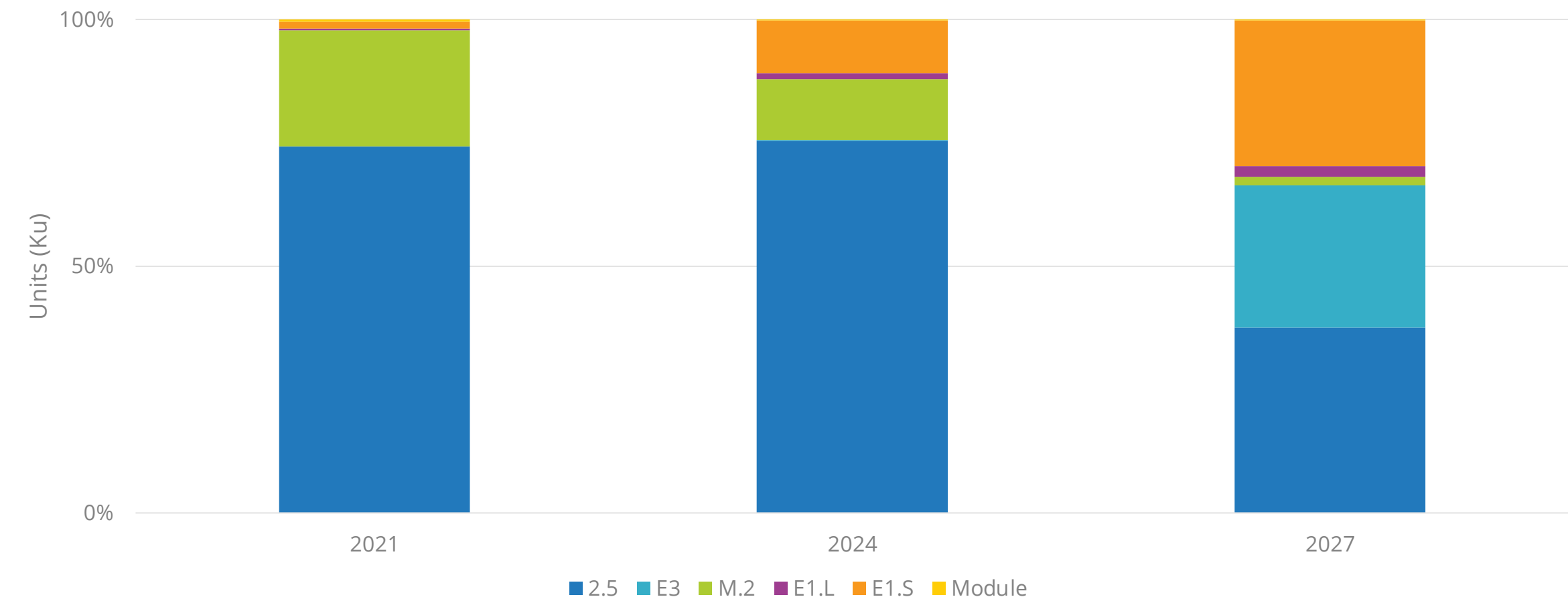
Polling question: Have you deployed or are you considering deploying EDSFF E1 or E3 form factor drives?

(answer in the polling window)

Trend 4: EDSFF E1 and E3 form factors - should you make the switch?

Evolution of Enterprise SSD Form Factors

Optimizing the Ecosystem for SSDs: Flexibility to offer various options for length, width, and height with manageability, serviceability, and thermal consideration



Trend 5: Security concerns being addressed in data storage.

Thank you!



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