



**WELCOME**  
**SNIA Annual Members' Symposium**  
**and**  
**Storage Industry Summit – NVM**  
Wayne Adams, SNIA Chairman Emeritus



# SNIA: Connecting People, Storage and Information



Approximately 4,200 Active Members  
Some 400 Organizations Comprising  
Vendors, Service Providers, End Users,  
Channel and Services

~ 48,000 IT Users and Vendors Educated


~2,500 Certified Professionals Achieving  
~4,500 Certifications \*



\* Includes 1,000-Plus New "CompTIA Storage + Powered by SNIA" Certifications by Year-end '13

# Tuesday, January 28, 2014



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- A decorative horizontal bar composed of a series of colored rectangular segments in purple, grey, yellow, blue, orange, and light grey.
- ▶ 8:30 AM – 8:45 AM  
Symposium and Storage Industry Summit Welcome  
Wayne Adams, SNIA Chairman Emeritus
  - ▶ 8:45 AM- 9:15 AM  
Winter Symposium and Non-Volatile Memory Summit Keynote:  
“Why is SSS Crucial to the Data Center?”  
Jim Handy, Analyst, Objective Analysis
  - ▶ 9:15 AM – 9:20 AM  
Brief Break for Transition to Symposium Sessions
  - ▶ 9:20 AM – 6:00 PM  
Storage Industry Summit – NVM
  - ▶ 9:30 AM – 5:30 PM  
SNIA Annual Members’ Symposium



New SNIA Conference:  
DSI – April 22-24, 2014

The main logo features the word "SNIA" written vertically in purple on the left, separated from the rest of the text by a vertical yellow line. To the right, the letters "DSI" are written in large, bold, purple font. Further right is a yellow lightbulb icon with radiating lines, containing the text "'14". Below "DSI" and the lightbulb, the words "DATA STORAGE INNOVATION" are written in a smaller, grey, sans-serif font. Below that, the word "CONFERENCE" is written in a large, bold, purple font. At the bottom, the text "APRIL 22-24, SANTA CLARA, CA" is written in a grey, sans-serif font.

**SNIA** | **DSI**   
DATA STORAGE INNOVATION  
**CONFERENCE**  
APRIL 22-24, SANTA CLARA, CA

# New SNIA Conference: DSI – April 22-24, 2014



- ◆ Call for Presentations closes on February 3rd.
- ◆ The DSI Conference is for decision-makers, technology implementers, and those expected to recognize, influence, and support data storage innovation as actual production **solutions**.
- ◆ In addition to breakout sessions and keynotes, DSI will offer SNIA Tutorials, an Innovation Expo, and a Hands-on-Lab.
- ◆ Sponsorship packages are available as well as discounts for sponsoring multiple SNIA events.

# Storage Developer Conference



STORAGE DEVELOPER CONFERENCE

SNIA ■ SANTA CLARA, 2014

- ◆ 11<sup>th</sup> Annual SDC
- ◆ September 15-18, 2014
- ◆ Call for presentations opens on February 5<sup>th</sup>

# NVM Summit Agenda





# NVM Summit Agenda



8:45	<b>Symposium and Summit Keynote Part 1: Why is SSS Crucial to the Data Center?</b> Jim Handy, Analyst, Objective Analysis
9:15	Brief Break for Transition to Symposium Sessions
9:20	<b>Symposium and Summit Keynote Part 2: Why Hybrid Storage Strategies Give the Best Bang for the Buck.</b> Tom Coughlin, President, Coughlin Jim Handy, Analyst, Objective Analysis
9:45	<b>Trends in HW and SW That Will Create Disruption Beyond PCI and Flash</b> Doug Voigt, Distinguished Technologist in Storage, HP
10:15	Coffee and Networking Break
10:30	<b>Industry Analysts</b> Matt Bryson, VP, Hardware Research, ABR Investment Strategy John Chen, VP, TRENDFOCUS
11:00	<b>Overview of the NVM Programming Model</b> Andy Rudoff, Senior Software Engineer, Intel
11:30	<b>Killer Apps that Benefit from SSS</b> Garret Swart, Database Architect, Oracle
12:00	<b>Luncheon Presentation: The Adoption of NVM Technologies and the Role that SNIA Can Play</b> Jay Kidd, CTO, NetApp

# NVM Summit Agenda



12:45	<b>State of Persistent Memory in Linux</b> Jeff Moyer, Principal Software Engineer, Red Hat
1:15	<b>PCIe NVM in Servers</b> Nisha Talagala, Lead Architect, Fusion-io
1:45	<b>System Validation and Design Consideration with NVM</b> Vik Malyala, Senior Director of Technical Marketing, Supermicro
2:15	<b>OS Vendors: What NVM Means to Them</b> Jim Pinkerton, Lead Partner Architect, Microsoft
2:45	Coffee and Networking Break
3:00	<b>Panel Topic: Memory Bus Devices - Competing Technologies for the Same Real Estate</b> <b>Panelists:</b> Adrian Proctor, VP Marketing, Viking Technology; Jeff Chang, VP, Marketing and Business Development, AgigA Tech; Esther Spanjer, Director, Marketing Management, SanDisk; Frank Ross, Program Manager, Micron Technology
3:45	<b>PM and PCIe SSDs in Storage Devices</b> Bob Beauchamp, Distinguished Engineer and Director Hardware Technology and Architecture, EMC
4:15	<b>NVDIMMs Overview and Application in the Megacloud and Enterprise Data Centers</b> Adrian Proctor, VP Marketing, Viking Technology Nigel Alvares, Senior Director of Marketing, Inphi
4:45	<b>Panel Topic: PCIe Edge Cards, NVDIMM, SAS/SATA and SATA Express</b> <b>Moderator:</b> Eden Kim, CEO, Calypso <b>Panelists:</b> David Ridgeway, Director, Product Management, Fusion-IO; Marty Czekalski, Senior Staff Program Manager, Seagate; Jim Pappas, Director of Technology Initiatives, Data Center Group, Intel; Chuck Paridon, Performance Architect, HP; Swapna Yasarapu, Director, SSD Product Marketing, STEC/HGST
5:45	<b>Wrap-up</b> Wayne Adams, SNIA Chairman Emeritus
6:00	Adjourn

# Thanks and Acknowledgements



- Storage Industry Summit Planning Team
- Symposium Planning Team
- Attendees