



OBJECTIVE ANALYSIS

Semiconductor Market Research

OBJECTIVE ANALYSIS DETAILED REPORT

THE SOLID-STATE DISK MARKET: A RIGOROUS LOOK *Published September, 2007*

Abstract:

This study covers the SSD market in depth, examining all players in great detail, and thoroughly evaluating end markets and market motivators. By investigating the SSD market in such rigor, key points and success factors are made clear, and readers come to understand the opportunities as well as the pitfalls that await all participants. The study is based upon exhaustive interviews with buyers and sellers of SSDs, as well as their suppliers and other key players in the market. This report covers all sides of the SSD equation including important market drivers and cost analysis history and projections, along with information from makers of HDDs about their plans to counter any market share loss threatened by the advent of the SSD.

Contents:

Executive Summary

History of SSDs

Features/Benefits of SSDs over HDDs

- Pricing outlook for both technologies

- The floor price dynamics and what it means to these two markets

- Wear mechanisms and their expected outcomes

Applications of SSDs

- Description and forecast for each application

 - Industrial

 - Process control (including subcategories)

 - Test & measurement (including subcategories)

 - Military/Aerospace

 - C3

 - Navigation

 - Weapons systems

 - Servers on commercial aircraft

 - Data Processing

 - PCs

 - Desktop

 - Notebook

 - Ultra-Portable

 - Servers

 - SAN

 - NAS

 - High up-time applications (including communications)

Routers
Switches
Base Stations

Consumer

Set Top Box
Media Server

SSD Vendor Profiles for up to 50 vendors including: msystems/SanDisk, SilconSystems, Samsung, Bit Micro, Simpletech, Adtron, Intel, White Electronic Designs, SMART Modular, Texas Memory Systems, Smith Industries, Targa, Harris, Ciprico, Raytheon, Lockheed-Martin, Northrop Grumman, Curtiss Wright, Vision Technologies, Winstation, Wintek, TEAC, Apacer, Transcend, ATP, and many others)

Vendor A

Business Model
Competitive Positioning
Product Offerings
Key Markets
Revenue Estimate
Strengths/Weaknesses

Vendor B

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Offerings by form factor & capacity

Forecast by form factor
PMC
CompactFlash
3U, 6U

Forecast by capacity

Non-NAND SSDs

DRAM
NOR
Markets for these products
Impact on NAND SSDs

Special features tailored to important niches

Low Power
Military
Special reliability requirements
Other

Interfaces offered

IDE
ATA
USB
Fibre Channel
VME

SSDs' impact on the HDD market

Analysis of dynamic in each market segment
 Impact of NAND cache on adoption of SSDs
Forecasts for HDDs vs. SSDs
 High acceptance model
 Low acceptance model
 Most likely scenario