



# 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