



Digital Transformation Driving New “Big Memory” Requirements

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What Is Digital Transformation (DX)?



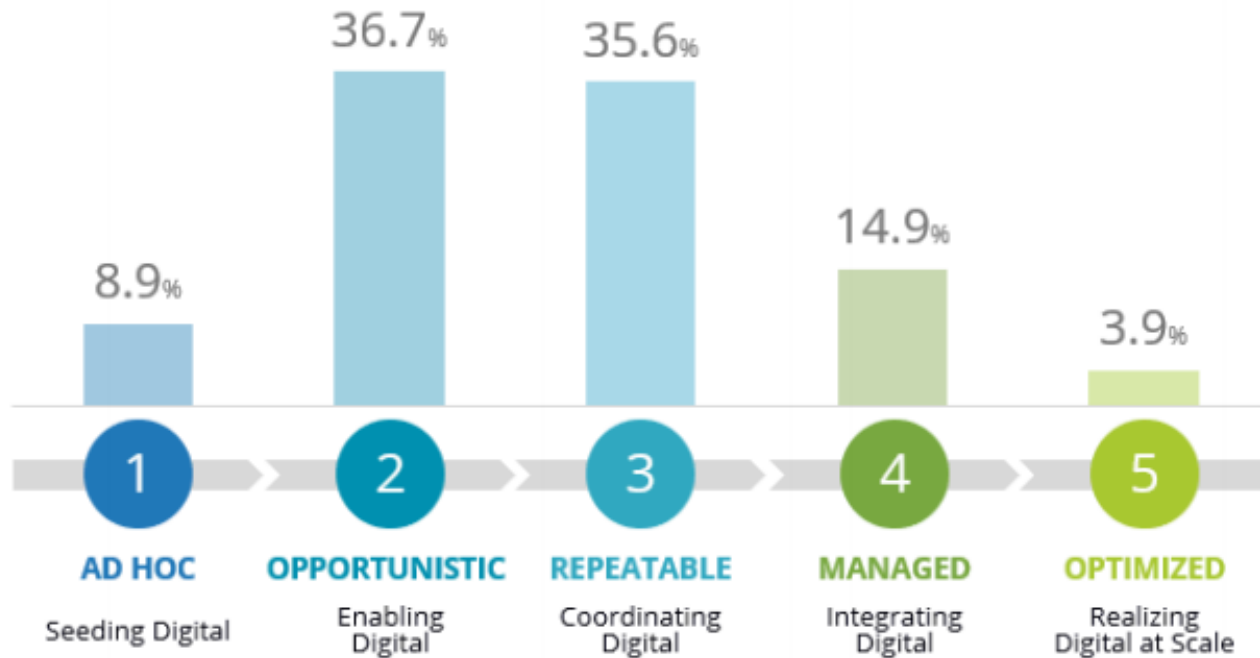
The digitization of business models, processes, products and services

Sets enterprises up to optimally take advantage of big data analytics

Digital Transformation is Widespread

DX Maturity Distribution

IDC MaturityScape Benchmark: Future Enterprise – Maturity Distribution Across the Stages



Source: IDC, 2020

91.1% of enterprises undergoing DX in the next three years

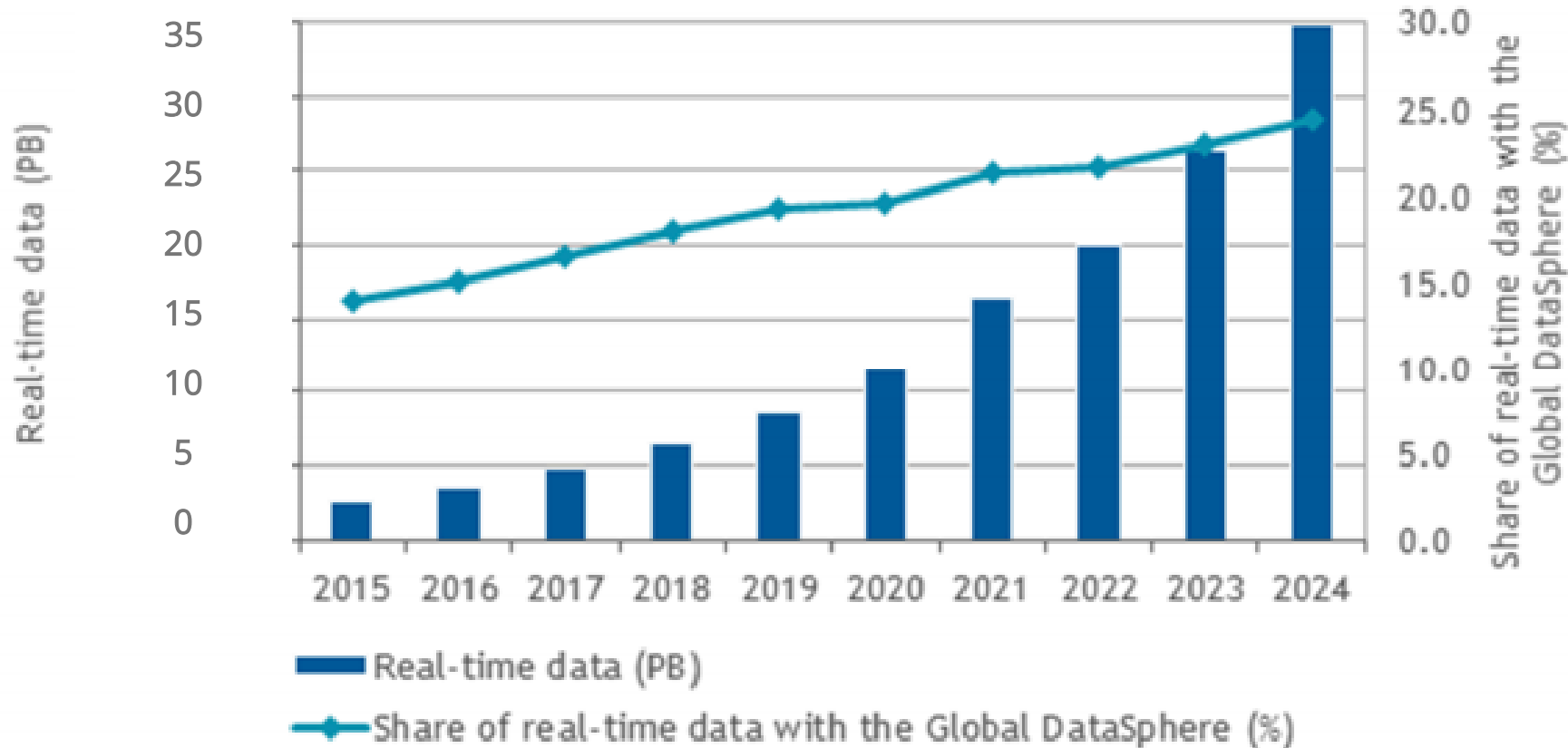
More data-centric business models will drive AI/ML-infused analytics

Performance and availability implications for enterprise storage

Market evolution will drive demand for persistent memory technologies

Real-Time Workloads Are On The Rise

Worldwide Real-Time Data and Share, 2015-2024

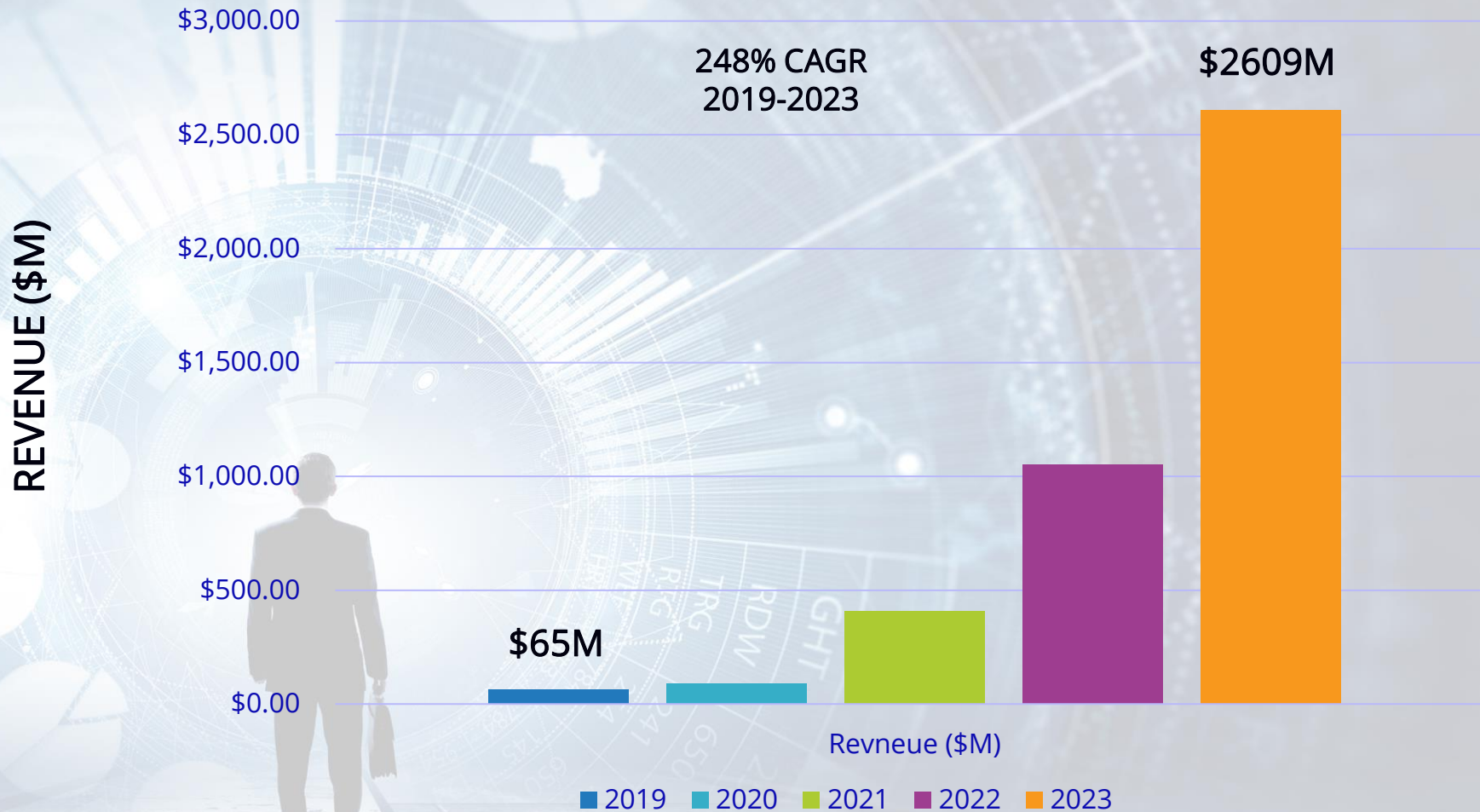


Source: IDC's Global Datasphere, 2020

Worldwide, data is growing at a 26.0% CAGR, and in 2024 there will be 143 zettabytes of data created

By 2021, 60-70% of the Global 2000 will have at least one mission-critical real-time workload

PM Revenue Forecast, 2019 - 2023



Business Drivers

MARKET EVOLUTION TO REAL-TIME

- Upping the ante: massive data sets, real-time orientation
- For accelerated computing, storage is still the bottleneck
- Value propositions include competitive differentiation, increased revenue

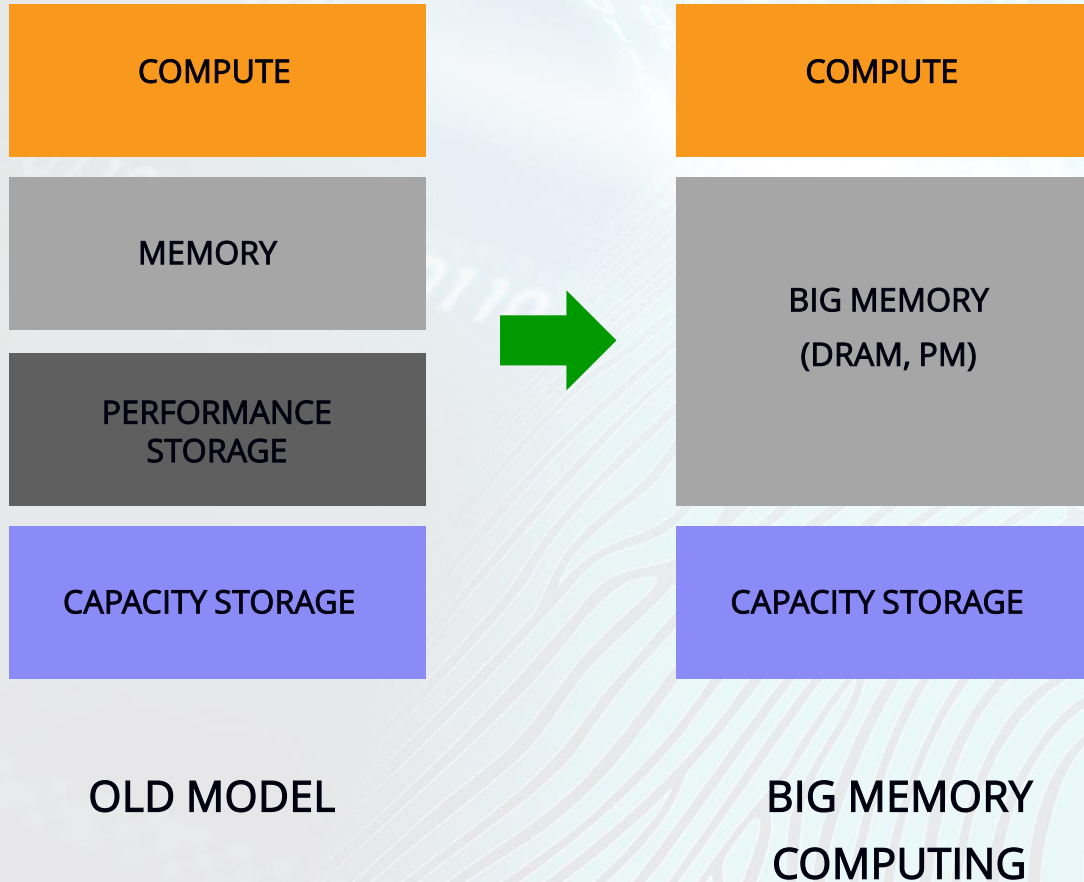
CONFLUENCE OF AVAILABLE TECHNOLOGIES

- Artificial intelligence and machine learning
- More concentrated compute power than ever before
- Emerging persistent memory technologies
- Memory virtualization with intelligent data placement

TARGET WORKLOADS

- Latency-sensitive transactional workloads (trading floor apps, etc.)
- Real-time big data analytics in financial services, healthcare, retail, etc.
- AI/ML analytics and inferencing (fraud analytics, social media, etc.)

Defining “Big Memory Computing”



- Enables the ability to run applications in memory for improved performance and efficiency
 - Leverages byte addressable memory media
- Includes enterprise-class data services to handle tier 1 availability and management requirements
- Runs on a software-based memory virtualization layer on industry standard hardware without application modification
- The technology enabler for mission-critical real-time computing



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Thank You!