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Press Release

IT Analyst firm releases report on Solid State Drives (SSD) in Business Notebooks: Trends and Justification.

Analysis indicates SSD will be an important component of enterprise-class notebooks and will reach 15% penetration by 2011.

Northborough, MA, June 15, 2007: A report released today by J.Gold Associates analyzes the trends and costs of Solid State Drives (SSD) in enterprise-class notebooks. While SSD are not new, the recent capacity increases and price declines are making them a viable option for some limited classes of users. The report indicates that prices will continue to decline and capacities will increase significantly over the next few years, greatly expanding market acceptance and deployments in the enterprise. Some of the report highlights include:

- SSD will reach a cross over point in 2009, when they will be cost effective for many enterprise users
- Increased reliability of SSD lowers the total cost of ownership (TCO) per machine by \$50 in a typical enterprise
- Many additional suppliers of SSD will emerge in the next 12 years, making it a highly competitive market and fueling price declines

According to Jack E. Gold, Principal Analyst and Founder of J.Gold Associates, "By 2009/10, we believe the premium for SSD will be under \$200 per machine. Given a TCO savings of \$50 per machine, and the additional potential benefits (e.g., battery life increase, elimination of external battery, faster performance, lighter/smaller machine designs) we believe many companies will deploy SSD within this time frame. Therefore, we believe most enterprises should plan on deploying SSD to their mobile workforce, at least in higher end machines, in the 2009/10 timeframe."

For Immediate Release

The full report includes expected capacity growth and price decline charts, as well as expected percentage-of-market device deployment in enterprise notebooks, by year, from 2007-2011. Further, it analyzes, through use of a cost model, the contribution to reliability and subsequent TCO reduction of deploying SSD over standard HDD. Finally, it recommends actions to be taken by the enterprise and provides guidance on when enterprises should make a commitment to SSD.

The research report will be distributed to clients of J.Gold Associates, and is available for purchase by non-clients by contacting Jack Gold at J.Gold Associates, LLC.

Further information can be obtained by contacting Jack Gold, J.Gold Associates, at 508-393-5294, or by email at jack.gold@jgoldassociates.com.

Jack E. Gold is founder and principal analyst at J.Gold Associates, LLC and a former vice president at META Group, with over 35 years in the computer and electronics industries.

About J.Gold Associates, LLC:

Founded by a recognized technology expert and industry veteran with over 35 years of experience in engineering, product marketing, market research and analysis, and technology advisory services, J.Gold Associates provides its clients with insightful, meaningful and actionable analysis of trends in the computer and technology industries. We offer a broad based knowledge of the technology landscape, and bring that expertise to bear in our work. Current focus areas include mobile computing, wireless, mobile content, collaboration, future of the digital office, and emerging personal technologies, J.Gold Associates provides strategic consulting, research and in-context analysis to help its clients make important technology choices and to enable improved product deployment decisions and go to market strategies.