

HDD Storage in the Zettabyte Era

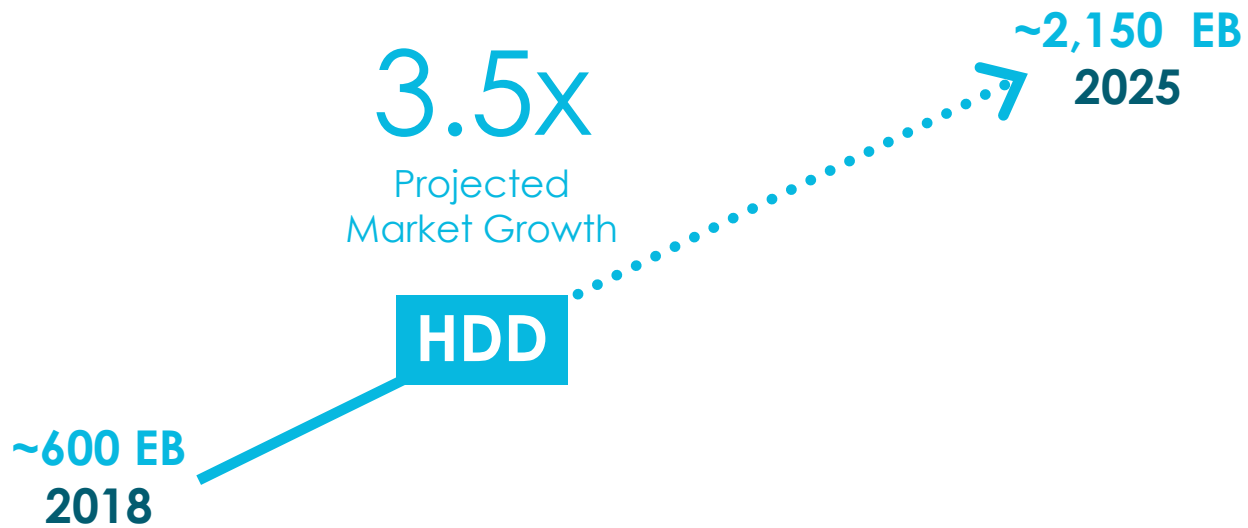
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HDD Data Storage in the Zettabyte Era

Creating the Data-Driven Economy



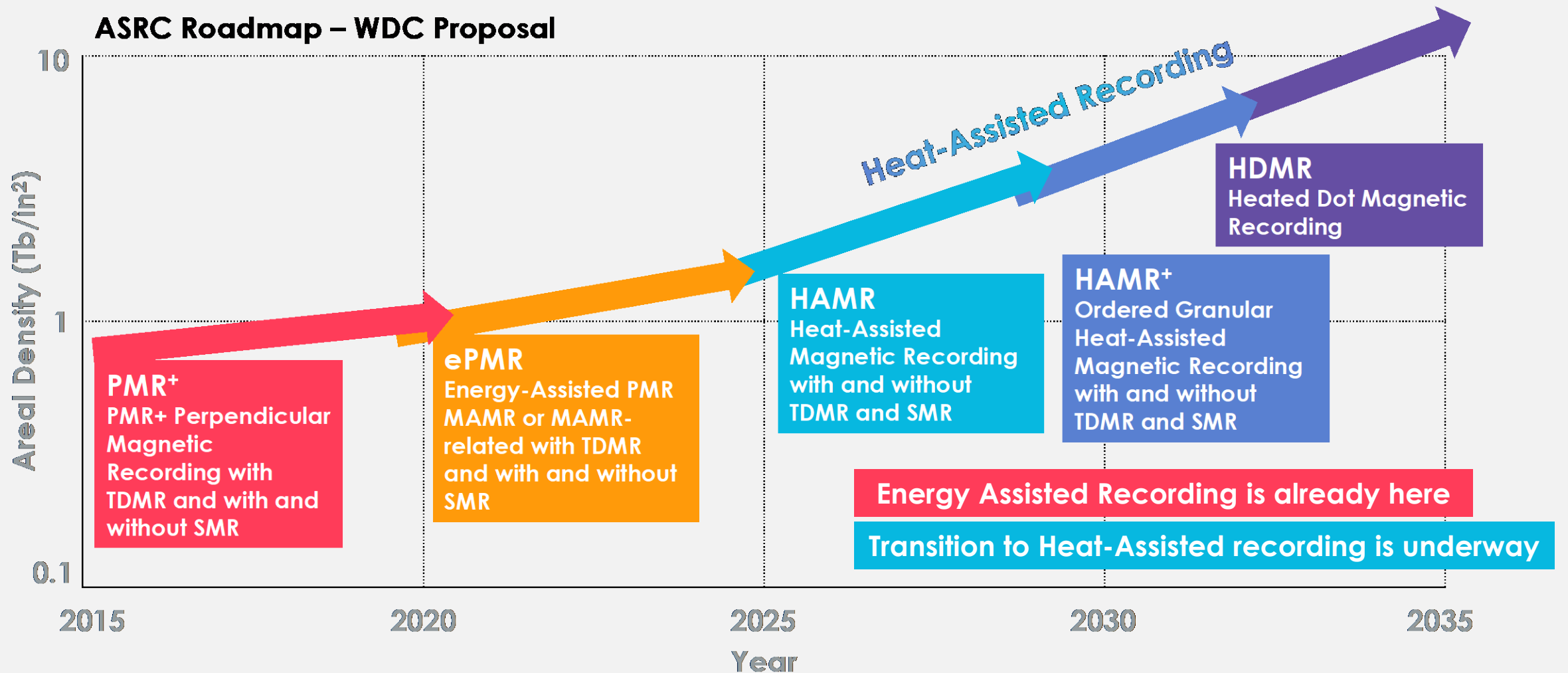
Source: Gartner, Forecast: Hard-Disk Drives, Worldwide, 2018-2025, 1Q21 Update, June 15, 2021.

Data Generation is Growing Exponentially



And Only ~4% is Stored
“Opportunity” if Value Can be Extracted

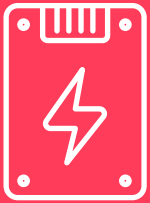
Storage Density Continues to Grow



Recognizing How the Dynamic Has Changed

Need to Match the Curve of Data Creation

How Data is Accessed Today



Hot, fast, use-it-every-second

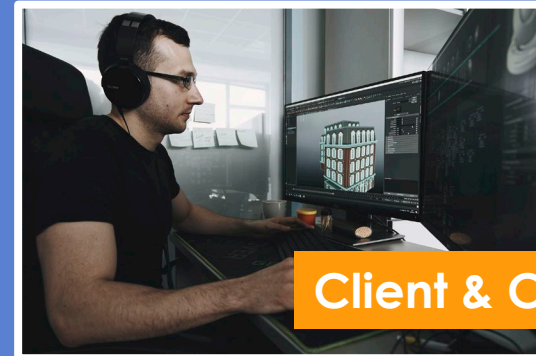


Almost all other access

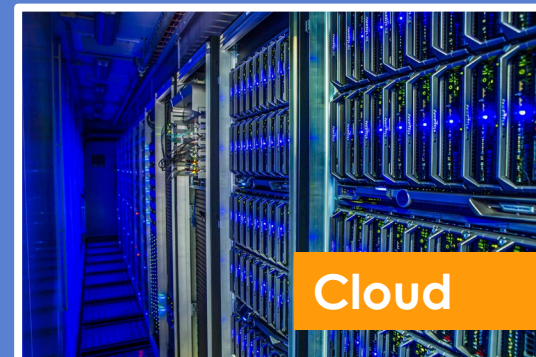


Write once and hardly ever (or never) access

Each End Market is Different

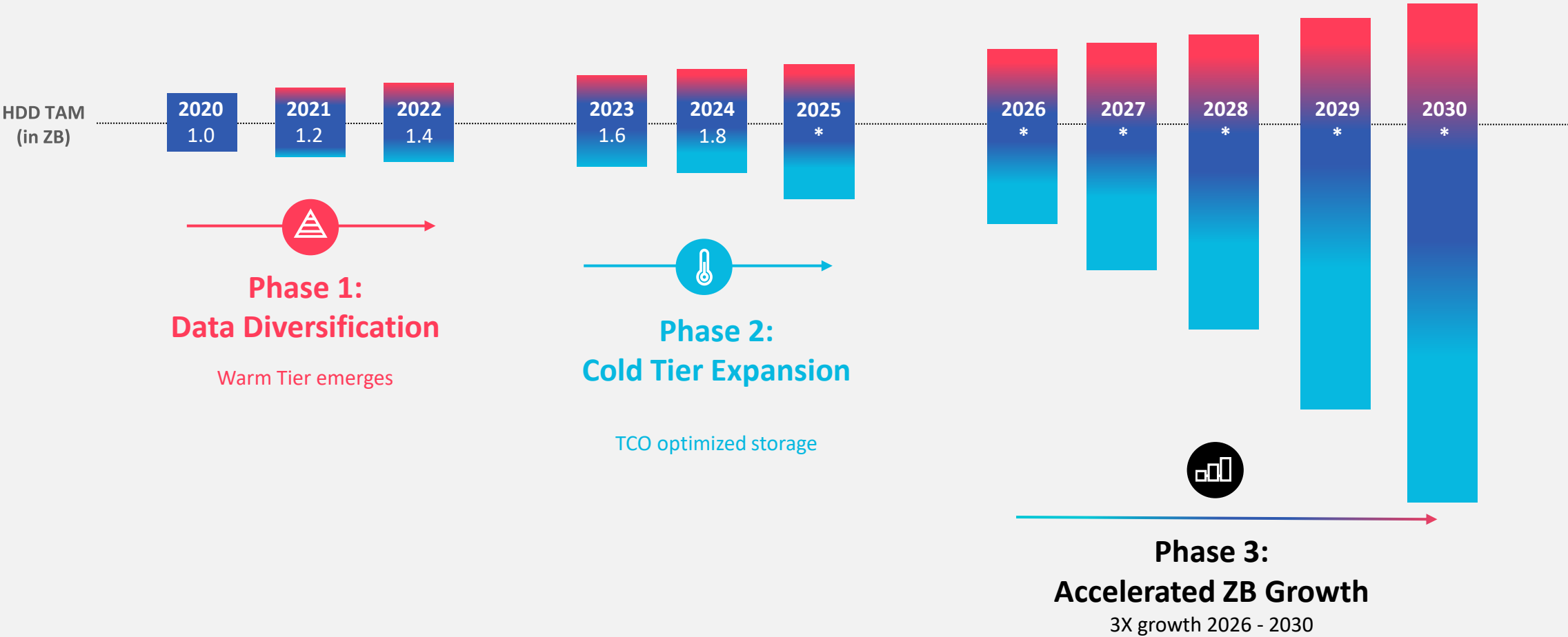


Client & Consumer



Cloud

Technology Plan to Address the Evolution



Source: IDC Market Analysis May 2020 (CY19-CY24), US46255120; *WDC View: 30% CAGR (CY25-CY30)

Thank You

Questions?

