



## BIO: JEN SOULÉ

**Jen Soulé**, is Product Process Manager of **Other World Computing, Inc. (OWC®)**, a manufacturer and e-Tailer of Solid State Drives, data storage solutions, memory and accessories for Mac and PC computers.

With over 14 years of experience in consumer electronics and computer peripherals, Jen has a uniquely tactical background in data storage and, inversely, data loss, having spent ample time interacting with end-users from the average consumer through the prosumer, to the enterprise professional. In addition, she has a strong vendor management and component sourcing background.

Jen earned her Bachelors of Science at the University of Illinois at Urbana-Champaign.





## ABSTRACT: JEN SOULÉ

Everyone's goal here is to minimize data loss. This requires all segments within the industry to work together to create quality solutions and to facilitate communication about those solutions. At the end of the day, every product has a percentage of failure, whether of a component within it or through human error, natural disasters or unexpected catastrophes. While we continue to emphasize the value of back up and the differences between SSDs and HDDs, continued innovation is needed to help users become aware of, and be able to address potential SSD failures before they reach a critical stage – in order to maximize the probability that data can be recovered when catastrophic failure does occur.





# **DATA LOSS & FLASH MEMORY**

*FROM A MANUFACTURER/RETAILER PERSPECTIVE*

2011 FLASH MEMORY SUMMIT



# OTHER WORLD COMPUTING, INC.

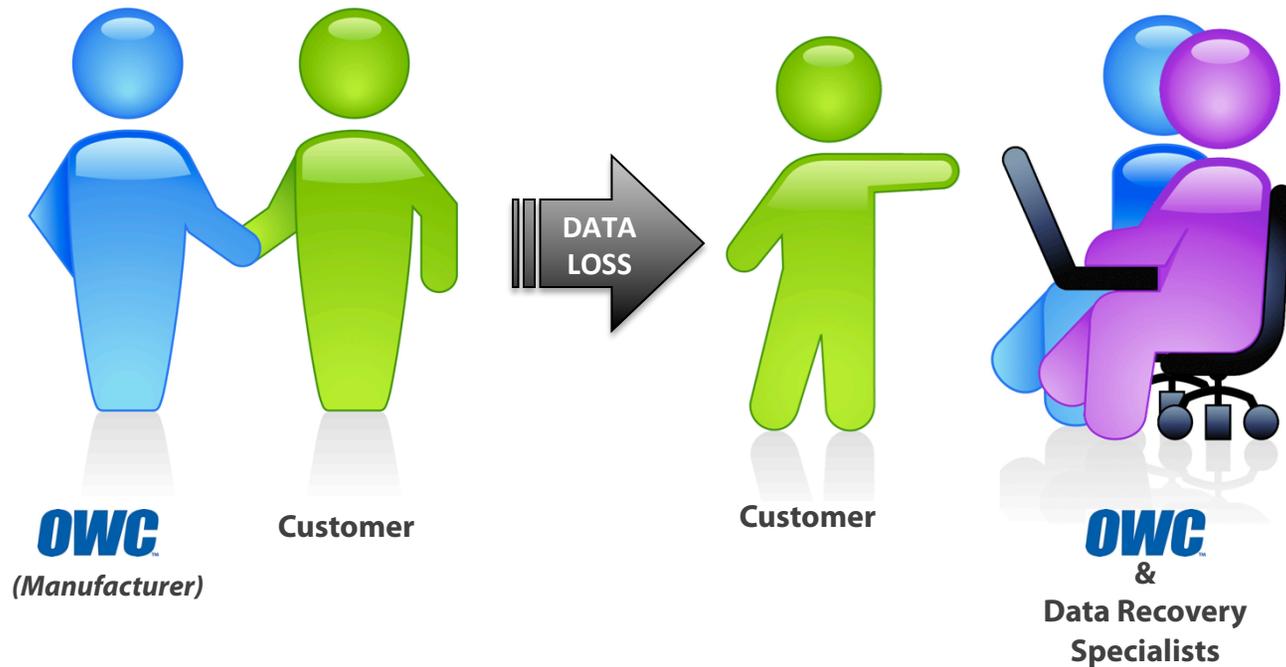
- A leading manufacturer and e-Tailer of **Solid State Drives, data storage solutions and memory** for Mac and PC computers, as well as accessories for iDevices
- **Jennifer Soulé**
  - **Product Process Manager**
- **Heavily focused** on the customer **experience** and customer **satisfaction for over 23 years**





# OBJECTIVE IS TO PROVIDE DATA INTEGRITY

The best data recovery system is the one you'll never need.



With over 15+ years of experience manufacturing & reselling data storage solutions & flash memory, OWC's focus is the consumer experience.



# ADVANCE PLANNING TO AVOID DATA LOSS



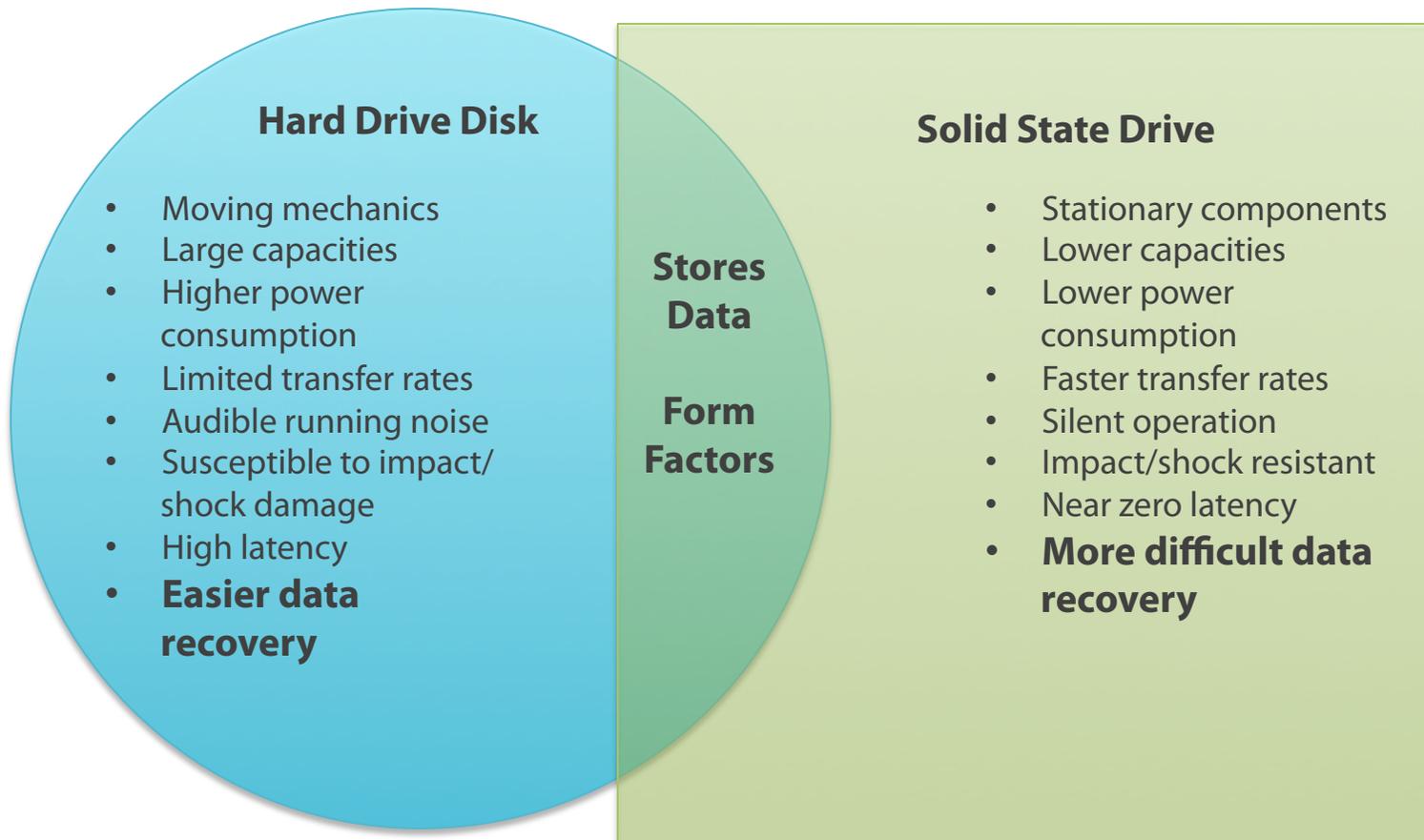
**Every choice made impacts product reliability...**

- World Class Processor
- Tier 1/ Grade A NAND
- Intelligent Board Design
- Purposeful Component Selection
- Extensive & Continuous Testing
- Consumer Education
- Strategic Partnerships
- Fluid Communication



# HDD $\neq$ SSD

**A key issue that exists with regard to data loss is the lack of consumer knowledge on the differences between traditional hard drive data recovery and flash memory data recovery**





# CONSUMER EDUCATION NEEDED

**Stressing the importance of proper back-up is paramount**

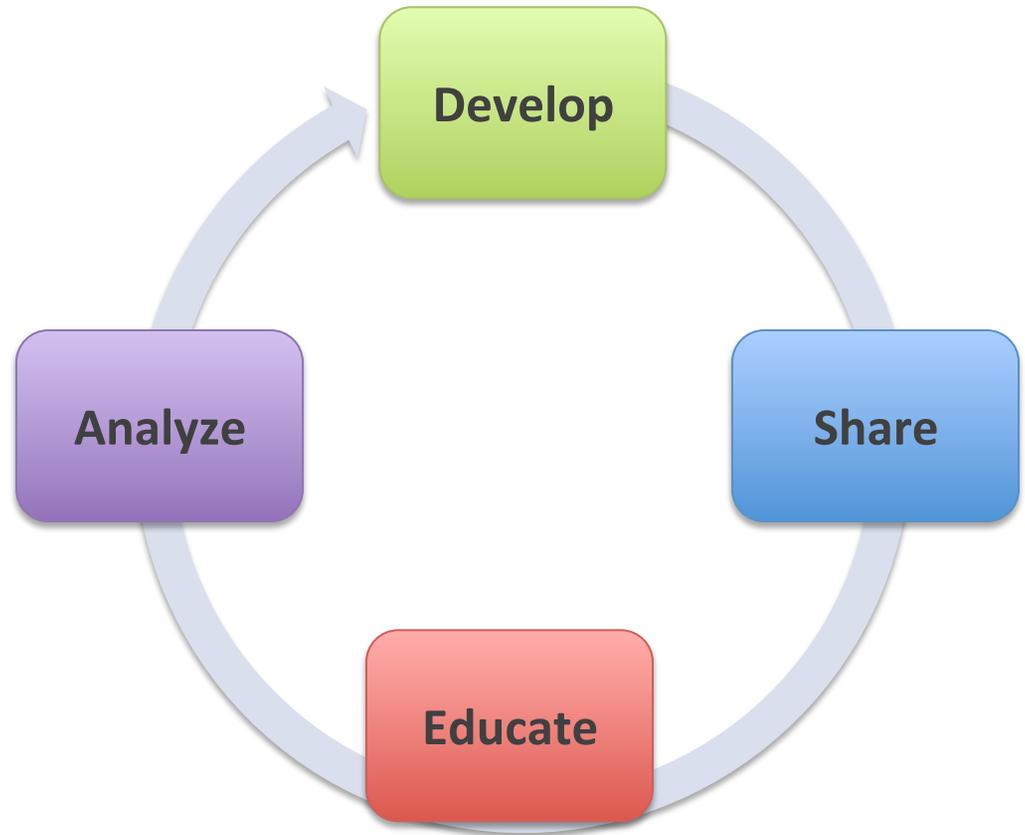
**Educating consumers on the distinct differences and how they affect maintenance and data recovery**





## CONTINUAL DEVELOPMENT NEEDED

- **Continuing to share key data in an effort to develop and advance data recovery tools and methods**
- **Requires industry-wide collaboration and an acute understanding of how to leverages flash's strengths, while acknowledging the trade-offs**
- **Leveraging the power of SSDs to meet consumers' expectations on speed and data integrity**





## Q & A