



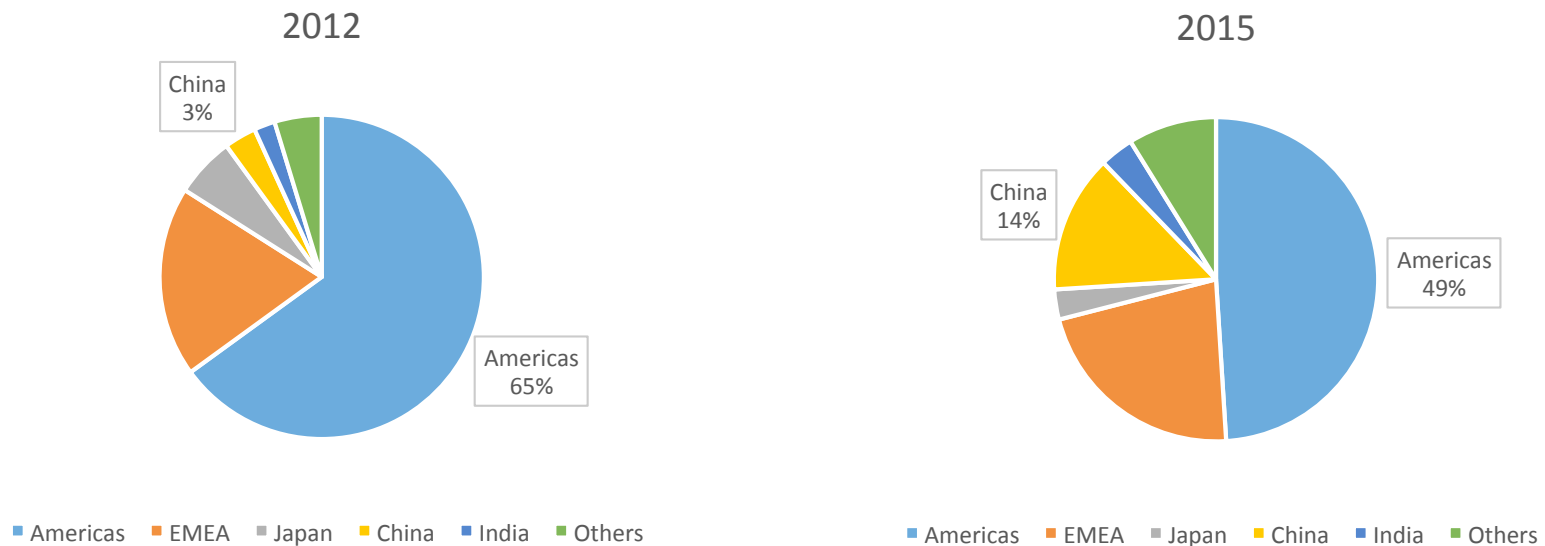
NVMe SSD Applications in China Datacenter

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Total Enterprise SSD Revenue Share by Region, World Wide

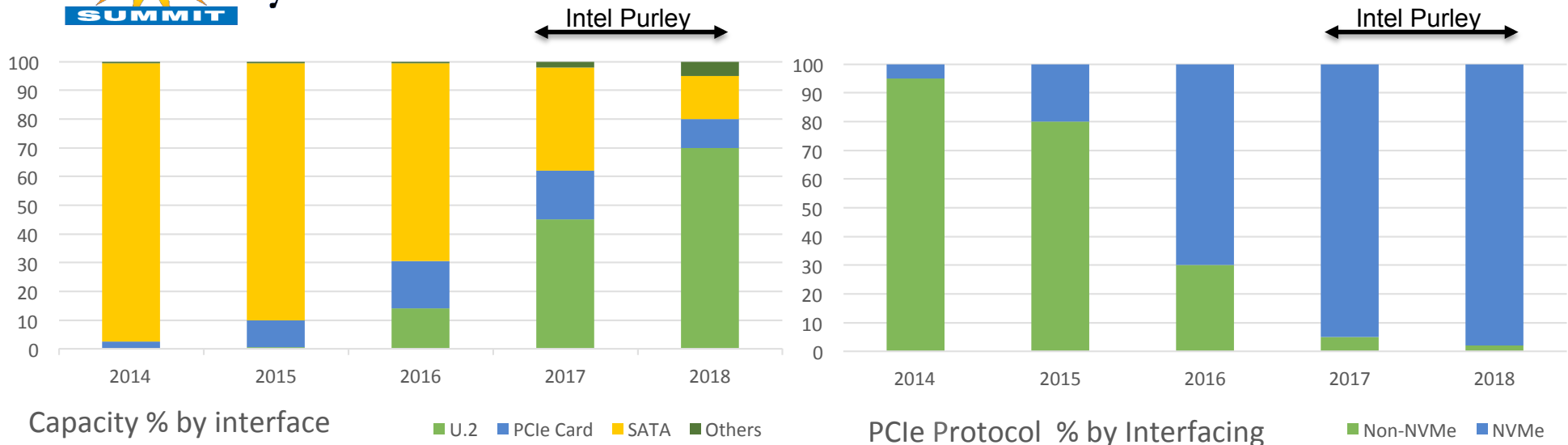


China continued to outperform in 2015, rowing its share to 13.5%. This share gain was due not only to the well-known giants Baidu, Alibaba and Tencent, but also to growth in demand from smaller web-scale, e-commerce and other data center customers.

Source: Gartner



NVMe SSD adoption in China Hyperscale



China Hyperscale companies, Baidu, Alibaba and Tencent, already volume deployed NVMe SSD. We expect most of SATA SSD will be replaced by NVMe SSD since 2017 with intel Purley platform ramping



The Two classed Requirements

Standardization

- Database
- Searching indexing
- CDN
- Big data
- Virtualization

Customization

- Lower CPU overhead in cloud environment
- Mixed Workload deployed
- Data protection on NVMe



How Memblaze meet the requirements

Standardization



Customization



Target Customers	Telecom, Tier2 Cloud, FSI, SMB	Hyper-Scale , OEM
Business model	Memblaze Branding Finish Goods, fulfill with Server OEM/ISV and Channel	Flexible with Finish Goods/Services Royalty / Open BOM
Product Development	Internal Product definition and standard development management	Co-work with customers on Product definition, development and validation
Features and advantage	Best in class production features	Highly optimized for customer specific requirements
Services Team	Sales and FAE	Technical PM, Sales and FAE



Let's talk about a little details

Requirements	Lower CPU overhead in cloud environment	Mixed Workloads deployed	Data protection on NVMe
Today's solution	1. Limited VM numbers	1. One workload per disk	1. Hardware RAID + SATA SSD
Challenging when adopting new NVMe	1. No SR-IOV NVMe ready yet 2. No QoS for NVMe solution yet 3. No security solution for cloud yet.	1. No QoS SSD to aware mixed Workloads yet.	1. No RAID solution
Memblaze solution	1. User space Driver with NVMe to reduce CPU overhead 2. User Space QoS solution developed by customer 3. Specific command to trim data of dead VM	1. Multiple Namespace 2. Name Space QoS	1. Software RAID (FlashRAID) 2. Working with OEM to dev the LED control and advanced management function





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