

## Solid State is a Solid Opportunity says IDC

Written by Marco Attard  
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Solid State Storage (SSS) represents a golden near future opportunity IDC reports-- the analyst forecasts the global all-SSS array market will reach \$1.2 billion in revenues by 2015.



The technology is becoming increasingly ideal for enterprise customers (particularly for heavy duty cloud, virtualisation, big data and analysis applications) since SSDs take less physical footprint while delivering more IOPS over a similar environment than HDDs.

Falling SSD prices per GB also make SSS more appealing to a wider storage market, while price performance metrics (such \$/IOPS or \$/workload) are starting to hold more weight.

The analyst claims the rapid maturity of storage offerings (via addition of enterprise features) accelerates enterprise adoption, as do all-flash storage arrays lacking in spinning media or traditional HDDs. Storage vendors already offer all-SSD configurations of existing storage array lines, while NAND flash media prices are becoming more affordable for a more diverse customer base.

"Traditional disk technology has not kept pace with CPU technology, resulting in a significant performance gap between storage and computing," IDC concludes. "This shortfall in performance presents a huge opportunity for SSS to fill the void in terms of IOPS and latency."

Go [IDC WW Enterprise All-SSS Array 2013-2016 Forecast](#)