

# Harvesting More Value from Data

Why We Need a New Approach to Storage.

## More Users and Devices

	2010	2015	2020
People	6.8 Billion	7.2 Billion	7.6 Billion
Connected Devices	12.5 Billion	25 Billion	50 Billion

## Data Deluge

### More Apps



## More Connections

5G • WiFi • Bluetooth  
ZigBee • Thread • SigFox  
NFC • Fiber

## We Need More Storage

### Data Lake

Storage Needs Doubling Every 2 Years

2010	2015	2020
1.2 ZettaBytes (Billion TerraBytes)	8 ZettaBytes (Billion TerraBytes)	44 ZettaBytes (Billion TerraBytes)

### Proliferation of Various Data Types

Structured and Unstructured Data • Enterprise  
Multimedia • Social • Sensors

### Faster Data Access – When it Matters

Archive • Periodic • Near real-time  
Real-time • Predictive

## We Need Faster Storage

### Data Analytics

Better User Experience

Value Creation

Connect More. Create Faster.  
Harvest More Value from Data.

It's Why We Need a  
New Approach to Storage.

With breakthrough performance, reliability, very high capacity and low power consumption, Crossbar RRAM is ushering in a new era in storage innovation.

**Crossbar**

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