



Module 1: A View of STA

Its Mission, Its Members, Its Programs

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Presenters



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- STA President



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- Sr. Staff Program Manager, Seagate
- STA Vice President



STA Mission/Objectives



The SCSI Trade Association (STA): Established in 1996 to promote the use & understanding of small computer system interface ("SCSI") technologies

- ◆ “Best-In-Class” Block Storage I/F for Enterprise Devices
- ◆ Investment Protection For Storage OEMs
- ◆ Viable Long-Term Roadmaps
- ◆ Deployment of New Storage Technologies (TTM)
- ◆ Vendor Neutral Solutions
- ◆ Wide Variety of Device Types

- HDDs
- SSDs
- HBA's/RAID
- Scanners
- Printers
- OCR
- Enclosures
- Tape
- Media Changers
- Optical Drives
- Switches
- Converters
- Bridges/Gateways
- Object Based Storage



STA Board



- ◆ **President** - Harry Mason, LSI Corp., Director Industry Marketing
- ◆ **Vice President** - Martin Czekalski, Seagate Tech., Sr. Staff Program Manager
- ◆ **Secretary** - Cameron Brett, PMC-Sierra, Inc., Manager of Product Marketing
- ◆ **Treasurer** Susan Bobholz, Intel, DAS Business Director
- ◆ **At-Large Director** - Greg McSorley, Amphenol GCS, Technical Business Development Manager
- ◆ **At-Large Director** - Alan Yoder, NetApp, Senior Staff CTO Office
- ◆ **At-Large Director** - David Allen, Maxim, Director, Business Management, Storage Products
- ◆ **At-Large Director** Don Jeanette, Toshiba America Information Product Manager, Enterprise Marketing Group
- ◆ **At-Large Director** Dan Reno, Western Digital, Director Technical Marketing Enterprise
- ◆ **Ex-Officio Member** Chris Lyon, SCSI Trade Association, Executive Director

STA Members



STA Market Successes



◆ Sustained SCSI in Standard High Volume Servers

- *Ultra160 (parallel SCSI)*
- *Ultra320 (parallel SCSI)*



◆ Effective Server Transition to SAS

- *3Gb/s SAS*
- *6Gb/s SAS*
- *12Gb/s SAS (in Process)*



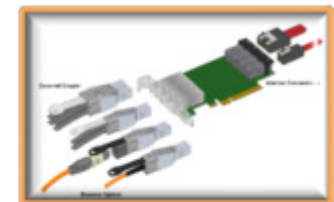
◆ Drive Preference in External Storage Market

- Breadth of Supply
- Market Scale

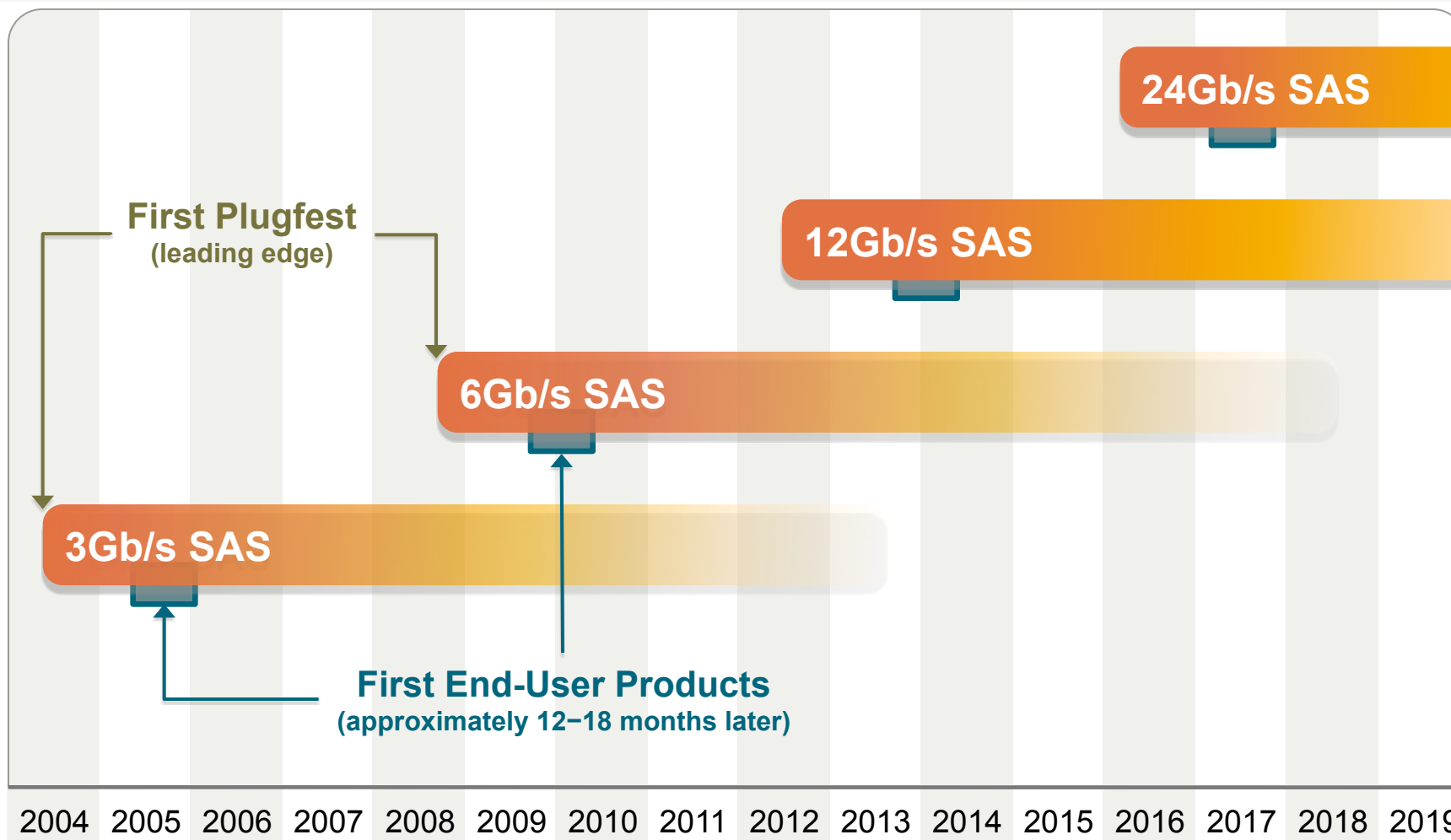


◆ Host Connection into External Storage Markets

- Addressing; zoning, high density interconnects
- *SAS Advanced Connectivity Roadmap*



SAS Performance Roadmap



* SAS Roadmap updated Nov 2010.