

**LSI Contributed Articles**  
**All Written and Placed by Gallagher PR**







**Quick Facts:**









Articles Published: **31**








Articles Placed & Awaiting Publication: **10**








Abstracts in Process or Being Pitched: **6**











Concepts: **20**


Published Articles				
Title	Date	Publication	Byline	URL
Data Reduction Technology vs. TRIM	5/30/13	Benchmark Reviews 	Kent Smith	<a href="http://benchmarkreviews.com/index.php?option=com_content&amp;task=view&amp;id=23040&amp;Itemid=47">http://benchmarkreviews.com/index.php?option=com_content&amp;task=view&amp;id=23040&amp;Itemid=47</a>
PCIe flash: It solves lots of problems, but also makes a bunch - so what's its future?	5/14/13	TechSpot 	Rob Ober	<a href="http://www.techspot.com/news/52579-pcie-flash-it-solves-lots-of-problems-but-also-makes-a-bunch-so-whats-its-future.html">http://www.techspot.com/news/52579-pcie-flash-it-solves-lots-of-problems-but-also-makes-a-bunch-so-whats-its-future.html</a>
The Evolution of Mega Datacentres (Mega-Rechenzentren – Pioniere für das Rechenzentrum der Zukunft)	5/13/13	Storage-Insider.de 	Rob Ober (page credits Thomas Pavel)	<a href="http://www.storage-insider.de/themenbereiche/rz-techniken/allgemein/articles/404521/">http://www.storage-insider.de/themenbereiche/rz-techniken/allgemein/articles/404521/</a>
Solving the ROI Challenge in Virtualised Datacentres by Eliminating Bottlenecks	5/xx/13	Technology Times (UK)	Jeff Richardson	No hyperlink available
Networks to Get Smarter and Faster in 2013 and Beyond	4/30/13	Elektronik i Norden 	Greg Huff	<a href="http://www.elinor.se/index.php/Snabbare-och-smartare-natverk.html">http://www.elinor.se/index.php/Snabbare-och-smartare-natverk.html</a>
Mega Datacenters: Pioneering the Future of IT Infrastructure	4/25/13	DatacenterPOST 	Rob Ober	<a href="http://www.datacenterpost.com/2013/04/mega-datacenters-pioneering-future-of.html">http://www.datacenterpost.com/2013/04/mega-datacenters-pioneering-future-of.html</a>
The Evolution Of Solid-State Storage In Enterprise Servers	4/23/13	Electronic Design 	Tom Heil	<a href="http://electronicdesign.com/memory/evolution-solid-">http://electronicdesign.com/memory/evolution-solid-</a>

					<a href="#">state-storage-enterprise-servers</a>
Postcards from a mega data centre in China	4/3/13	<i>Computer Dealer News</i>		Rob Ober	<a href="http://www.computerdealernews.com/news/postcards-from-a-mega-data-centre-in-china/24102">http://www.computerdealernews.com/news/postcards-from-a-mega-data-centre-in-china/24102</a>
Postcard from Shenzhen China: Mega Data Center Growth	4/2/13	<i>Benchmark Reviews</i>		Rob Ober	<a href="http://benchmarkreviews.com/index.php?option=com_content&amp;task=view&amp;id=22510&amp;Itemid=47">http://benchmarkreviews.com/index.php?option=com_content&amp;task=view&amp;id=22510&amp;Itemid=47</a>
The Evolution of Mega Datacentres	4/xx/13	<i>The World of Datacentres (Russian)</i>		Rob Ober	No hyperlink available
What is false disk failure, and why is it a problem?	3/25/13	<i>TechSpot</i>		Rob Ober	<a href="http://www.techspot.com/news/52047-what-is-false-disk-failure-and-why-is-it-a-problem.html">http://www.techspot.com/news/52047-what-is-false-disk-failure-and-why-is-it-a-problem.html</a>
Could the Super Bowl power outage cause data loss on SSDs?	3/14/13	<i>Benchmark Reviews</i>		Kent Smith	<a href="http://benchmarkreviews.com/index.php?option=com_content&amp;task=view&amp;id=22328&amp;Itemid=21">http://benchmarkreviews.com/index.php?option=com_content&amp;task=view&amp;id=22328&amp;Itemid=21</a>
Networks to Get Smarter and Faster in 2013 and Beyond	3/13/13	<i>Converge! Network Digest</i>		Greg Huff	<a href="http://www.convergedigest.com/2013/03/networks-to-get-smarter-and-faster-in.html">http://www.convergedigest.com/2013/03/networks-to-get-smarter-and-faster-in.html</a>
Maximizing Solid State Storage Capacity in Small Form Factors (Single-chip "DRAM-less")	3/4/13	<i>Electronic Component News</i>		Kent Smith	<a href="http://www.ecnmag.com/articles/2013/03/maximizing-solid-state-storage-capacity-small-form-factors">http://www.ecnmag.com/articles/2013/03/maximizing-solid-state-storage-capacity-small-form-factors</a>
Bridging the Data Deluge Gap--The Role of Smart Silicon in Networks	2/28/13	<i>EE Times</i>		Michael Merluzzi	<a href="http://eetimes.com/design/communications-design/4408029/Bridging-the-Data-Deluge-Gap-The-Role-of-Smart-Silicon-in-Networks">http://eetimes.com/design/communications-design/4408029/Bridging-the-Data-Deluge-Gap-The-Role-of-Smart-Silicon-in-Networks</a>
A Panacea For The Bottleneck Hot Potato	2/28/13	<i>Business Computing World</i>		Scott Cleland	<a href="http://www.businesscomputingworld.co.uk/a-panacea-for-the-bottleneck-hot-">http://www.businesscomputingworld.co.uk/a-panacea-for-the-bottleneck-hot-</a>

				<a href="#">potato/</a>
Why the market needs smart silicon	1/11/13	<i>Electronics Weekly</i> 	Troy Bailey	<a href="http://www.electronicweekl.com/articles/11/01/2013/55350/market-needs-more-smart-silicon-says-lsi-executive.htm">http://www.electronicweekl.com/articles/11/01/2013/55350/market-needs-more-smart-silicon-says-lsi-executive.htm</a>
Accelerating SAN Storage with Server Flash Caching	1/31/13	<i>Computer Technology Review</i> 	Tony Afshary	<a href="http://www.wvpi.com/index.php?option=com_content&amp;view=article&amp;id=15595:accelerating-san-storage-with-server-flash-caching&amp;catid=334:feature-articles&amp;Itemid=2701754">http://www.wvpi.com/index.php?option=com_content&amp;view=article&amp;id=15595:accelerating-san-storage-with-server-flash-caching&amp;catid=334:feature-articles&amp;Itemid=2701754</a>
Understanding SSD Over-provisioning	1/8/13	<i>Electronic Design News</i> 	Kent Smith	<a href="http://www.edn.com/design/systems-design/4404566/Understanding-SSD-over-provisioning">http://www.edn.com/design/systems-design/4404566/Understanding-SSD-over-provisioning</a>
Inside View	1/1/13	<i>Mobile Europe</i> 	Jim Anderson	<a href="http://viewer.zmags.com/publication/a11dd279#/a11dd279/36">http://viewer.zmags.com/publication/a11dd279#/a11dd279/36</a>
Next-generation Multicore SoC Architectures for Tomorrow's Communications Networks	12/11/12	<i>Embedded Computing Design</i> 	David Sonnier	<a href="http://embedded-computing.com/articles/next-generation-architectures-tomorrows-communications-networks/">http://embedded-computing.com/articles/next-generation-architectures-tomorrows-communications-networks/</a>
The Inside View: Why Network Infrastructures Need Smarter Silicon	11/10/12	<i>Network World</i> 	Jim Anderson	<a href="http://news.idg.no/cw/art.cfm?id=2E1470F3-BFBC-264D-7E517E92F56787CA">http://news.idg.no/cw/art.cfm?id=2E1470F3-BFBC-264D-7E517E92F56787CA</a>
Network Challenges and Control Plane Solutions	11/1/12	<i>Electronic Product Design</i>	Raghu Kondapalli	<a href="http://edition.pagesuite-professional.co.uk/launch.aspx?eid=f858809d-e4a9-422b-b7bd-9c8717615bff&amp;skip=true">http://edition.pagesuite-professional.co.uk/launch.aspx?eid=f858809d-e4a9-422b-b7bd-9c8717615bff&amp;skip=true</a>
Meeting the challenges of the data deluge gap	10/19/12	<i>New Electronics</i> 	Abhi Talwalkar	<a href="http://www.newelectronics.co.uk/electronics-technology/meeting-the-">http://www.newelectronics.co.uk/electronics-technology/meeting-the-</a>

					<a href="http://www.datacenterjournal.com/it/avoiding-whack-a-mole-in-the-data-center/">challenges-of-the-data-deluge-gap/45644/</a>
Avoiding “Whack-A-Mole” in the Datacenter	9/10/12	<i>Data Center Journal</i>		Jeff Richardson	<a href="http://www.datacenterjournal.com/it/avoiding-whack-a-mole-in-the-data-center/">http://www.datacenterjournal.com/it/avoiding-whack-a-mole-in-the-data-center/</a>
Virtualization of Data Centers: New Options in the Control and Data Planes (Part III)	8/30/12	<i>Data Center Knowledge</i>		Raghu Kondapalli	<a href="http://www.datacenterknowledge.com/archives/2012/08/30/virtualization-of-datacenters-new-options-in-the-control-and-data-planes/">http://www.datacenterknowledge.com/archives/2012/08/30/virtualization-of-datacenters-new-options-in-the-control-and-data-planes/</a>
Bridging the Data Deluge Gap	8/23/12	<i>Forbes</i>		Abhi Talwalkar	<a href="http://www.forbes.com/sites/ciocentral/2012/08/23/bridging-the-data-deluge-gap/">http://www.forbes.com/sites/ciocentral/2012/08/23/bridging-the-data-deluge-gap/</a>
Virtualization of Data Centers: New Options in the Control & Data Planes (Part II)	8/20/12	<i>Data Center Knowledge</i>		Raghu Kondapalli	<a href="http://www.datacenterknowledge.com/archives/2012/08/20/virtualization-of-datacenters-new-options-in-the-control-and-data-planes-part-ii/">http://www.datacenterknowledge.com/archives/2012/08/20/virtualization-of-datacenters-new-options-in-the-control-and-data-planes-part-ii/</a>
Virtualization of Data Centers: New Options in the Control and Data Planes	8/2/12	<i>Data Center Knowledge</i>		Raghu Kondapalli	<a href="http://www.datacenterknowledge.com/archives/2012/08/02/virtualization-data-centers-new-options-control-data-planes/">http://www.datacenterknowledge.com/archives/2012/08/02/virtualization-data-centers-new-options-control-data-planes/</a>
Solving the Data Bottleneck	7/23/12	<i>Channel Pro</i>		Scott Cleland	<a href="http://www.channelpro.co.uk/opinion/7131/solving-data-bottleneck">http://www.channelpro.co.uk/opinion/7131/solving-data-bottleneck</a>
The Challenges of The Data Deluge	6/28/12	<i>The Data Chain</i>		Abhi Talwalkar	<a href="http://www.thedatachain.com/articles/2012/6/the_challenges_of_the_data_deluge">http://www.thedatachain.com/articles/2012/6/the_challenges_of_the_data_deluge</a>

Placed Articles Awaiting Publication			
Title	Date	Publication	Byline
The Role of "Smart Silicon" in Mobile Networks	TBD	<i>RCR Wireless</i>	 Greg Huff
Busting Through the Biggest Bottleneck in Virtualized Servers	TBD	<i>Data &amp; Storage Management Report</i>	 Tony Afshary
The Revival of Direct Attached Storage for Oracle Databases	TBD	<i>Database Trends &amp; Applications</i>	 Tony Afshary
Addressing the Data Deluge Problem in Multi-Media Delivery Networks	TBD	<i>Electronic Component News</i>	 Seong Hwan Kim
Accelerating Big Data Analytics	TBD	<i>Network Computing (UK)</i>	 Gary Smerdon
The Evolution of Mega Data Centers	TBD	<i>Data Centre News</i>	 Rob Ober
Re-architecting Next-Generation Datacenter Networks	TBD	<i>Data Center Journal</i>	 Raghu Kondapalli (Might Change)
Achieving Low Latency: The Fall and Rise of Storage Caching	TBD	<i>Datanami</i>	 Tony Afshary
Accelerating the Cloud with Flash	TBD	<i>Data Centre Solutions</i>	 Greg Huff
The Role of "Smart Silicon" in Today's Datacenter	TBD	<i>Data Center Management</i>	 Greg Huff

Abstracts Currently Being Pitched or in Process		
Title	Publication	Byline
SQL Challenges	<i>Business Computing World</i> - Abstract accepted. Writing article locally based on existing white paper content.	 TBD
Renewed Interest in DAS for Oracle DBs	TBD – Confirming placements	Tony Afshary
Software-defined Networking and Network Function Virtualization for Optimizing Carrier Networks (New Title)	TBD – Abstract in process	Raghu Kondapalli
Quality of Service over LTE Networks	TBD – Abstract in process	Masoud Mojtahed Sindhu Xirasagar
Making Sense of PCIe-based Solid State Storage	TBD – Abstract in process	Rob Ober
ARM + Embedded Virtualization	TBD – Abstract in process	TBD

Concepts	
Title	
What are the Driving Forces Behind Going Diskless	
The Role of ECC as Flash Geometries Shrink	
IDEAS for "Repurposing" Existing Content	
Customer Success Stories	
Ultra-Low-Power SSDs for Ultrabooks	
Carrier SDN/OpenFlow on Axxia	
Embedded Virtualization	
SQL Server Performance (w/Nytro WarpDrive)	
Advantages of No Battery Back-up	
HA-DAS	
12 Gbps SAS	
Data Deluge Statistics	
Silicon/System Vendor Joint Development	
Physical Performance Limitations (Silicon and/or HDD)	
Video as "Killer" (Both Senses!) Mobile Application	
Quantifying Smart Silicon Gains (Test Results)	
H/W-S/W Price/Performance Comparison	
Evolution of Intelligence in Mobile Networks	
Ericsson Case Study	
Flash Options in the Datacenter	