



# Promise introduction

Value, not volume

Transform storage device provider to solution provider

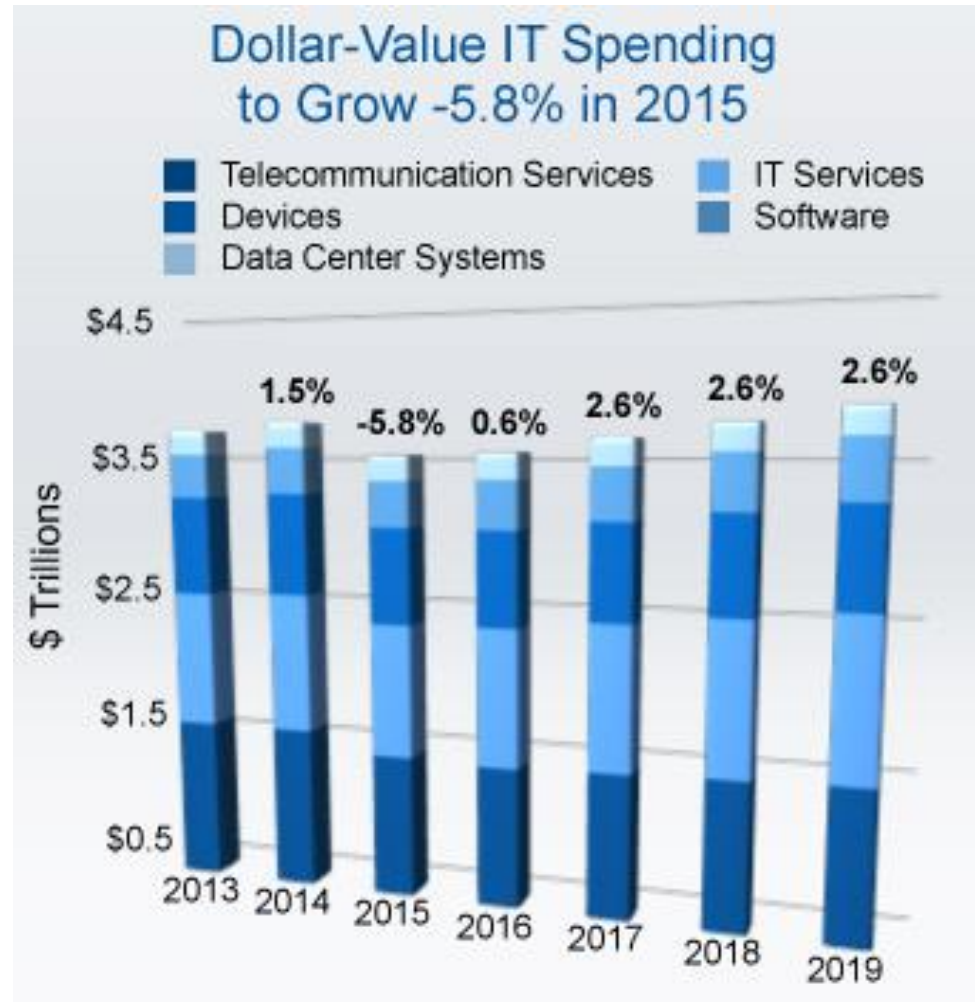
Chairman Office  
Alan Cheng

- Industry Trend and Opportunities
- Promise's Global Operation
- Promise at a Glance
  - Customers ,partners and products
  - Financial status
- Growth Strategy
- Three Segments case study
- Q&A

## **AGENDA**

# IT Trend - Gartner predictions 4Q15

- 2015 WW IT spending: \$3.5T (down 5.8%)
- The 5 key technologies drive 98% of future ICT growth: **IOT**, Mobile, **Cloud computing**, Social business and **Big Data** Analytics. (22% to 40%)
- Gartner: 80% couldn't get the benefit from Big Data recently.



Source: Gartner Market Data Book, 4Q15 Update

- ECB storage
  - WW ECB market size will be US\$ 30B (2017, CAGR 5.6%, Gartner)
- Cloud
  - WW cloud market: \$ 67.6B(2017, CAGR 38% )
  - WW cloud storage: \$ 12.1B (2018, CAGR 40%, Market and Market)
- Big Data
  - WW \$10B in 2013. \$20B in 2016. (CAGR 39%)
  - China : \$0.08B to \$0.6B in 2016 (CAGR 51% ,IDC)
  - Taiwan: \$0.024B in 2012 to 0.0365B by 2015.(CAGR 24% ,III MIC)
- Surveillance Storage
  - WW \$6.4B in 2015 (CAGR 19%, PIDA)
- Rich media Storage
  - WW \$ 11.9B in 2018 (CAGR 14%, Coughlin)

# Promise's Global Coverage

● ● PROMISE OFFICE

- Taiwan Head Quarter** : Hsinchu, Taipei, Kaohsiung
- N. America Office** : Silicon Valley, California
- EMEA Offices** : The Netherlands, Germany, Dubai
- Japan Office** : Tokyo
- China Offices** : Beijing, Shanghai

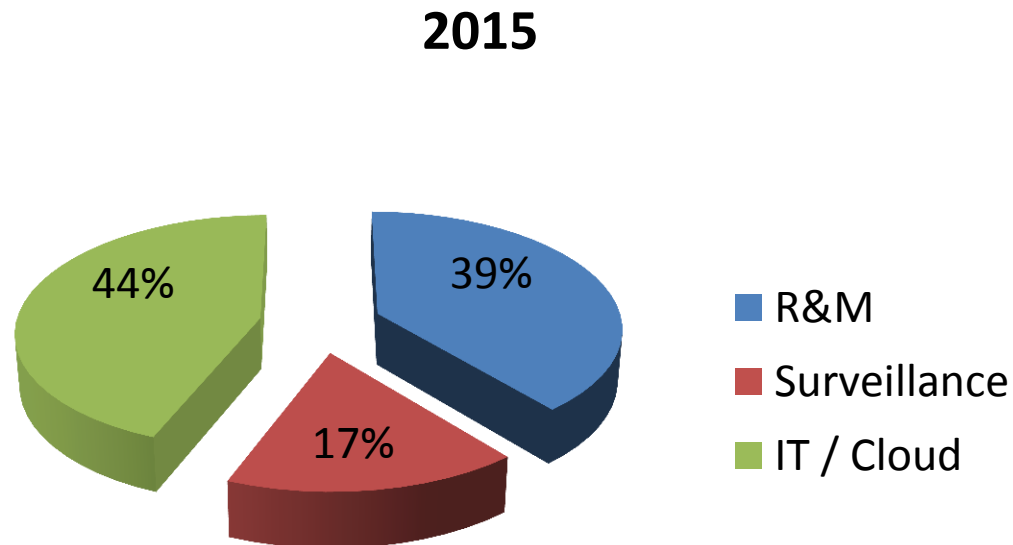


**Global employee size ~ 500**  
**R&D ~ 230 (46%): US, TW, CN      S&M ~ 90 (18%)**

# Snapshot of Promise

- Top 10 Storage vendor worldwide
- High Margin: 42%+ (entry barrier)
- RD/Rev. of Promise is 15% > Tier 1 IT vendor 6%~8%
- Promise brand v.s. ODM: 50% v.s. 50%
- 80%+ rev. from US & EMEA, WW brand, S&M, channel & service

	2015
Rev. US\$ K	90,036
Margin	42.31%
Net Profit before tax US\$ K	3,508
EPS before tax (NT\$/Share)	0.73



# Worldwide customers and Partners



中華電信



政的大哥大  
台灣大哥大



Microsoft®



acer

AMD

ASUS®



lenovo 联想

HITACHI  
Inspire the Next

SONY

TOSHIBA  
Leading Innovation >>>



Western  
Digital

FUJITSU

SUPERMICRO®

NEC

Kodak

AVNET®



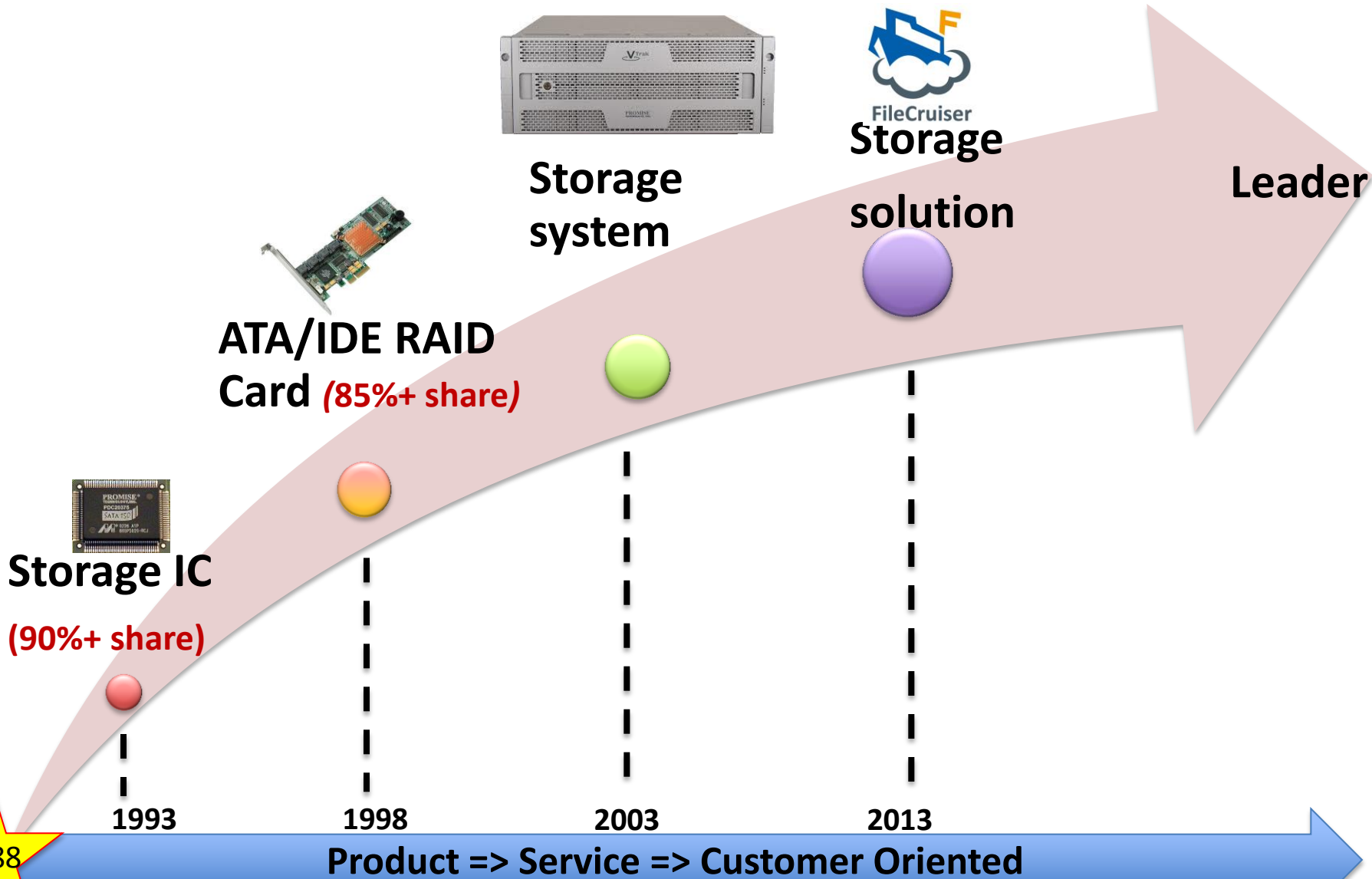
NOVA  
DESIGN  
浩漢設計

TYAN



同有 北京同有飞骥科技有限公司  
TOYOU TOYOU FEIJI ELECTRONICS CO.,LTD.



# Positioning Change





## Gartner Report 2014



- Re-Positioning
  - Provide storage solutions to compete with worldwide storage vendors.
- How to achieve:
  - Worldwide partner:   **SONY**
  - Provide industry application, not IT application
    - Surveillance: Vess A-Class
    - Rich Media: VTrak A-Class
    - Cloud storage: FileCruiser, Object Storage, Block Storage.
  - Solution oriented: In-house design SW application and ally with 3<sup>rd</sup> ISVs.

# Target Market / Solutions / Cases

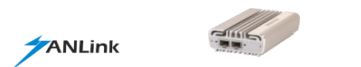
## Rich Media






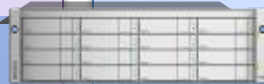




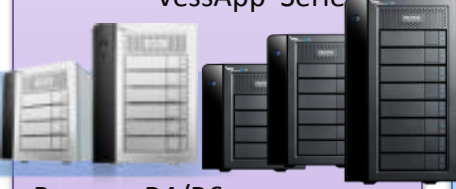



## Video Surveillance



## Cloud & Datacenter

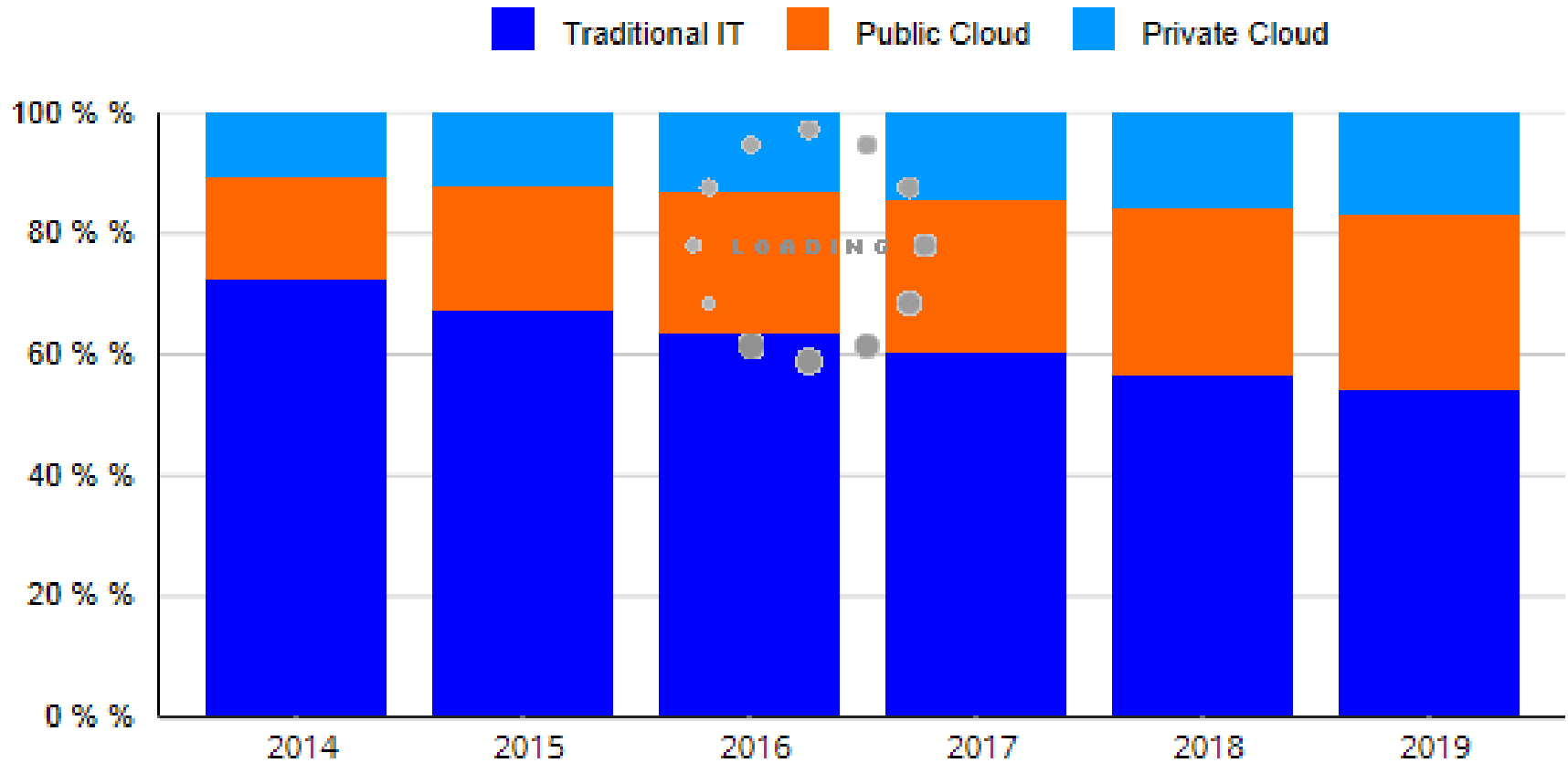


# Product Line by Segment

SOHO & Home	SMB	Enterprise	Datacenter
	 <p><b>SMB Unified Storage</b></p> <ul style="list-style-type: none"> <li>• Virtual Servers</li> <li>• FC/iSCSI SAN, NAS</li> <li>• Backup &amp; Archive</li> <li>• Surveillance</li> </ul>	<p><b>Scale-Out Shared SAN</b></p> <ul style="list-style-type: none"> <li>• Rich Media Integrated Appliance</li> <li>• Post-Production/Broadcast</li> </ul> <p><b>Rich Media FC SAN Connectivity</b></p> <ul style="list-style-type: none"> <li>• All Thunderbolt devices</li> <li>• Pegasus to VTrak</li> </ul>  <p>SANLink</p>  <p>VessRAID 2000 Series</p>	 <p>VTrak Ex30/Jx30</p>  <p>VTrak A3800 Series</p> <p><b>FC SAN</b></p> <ul style="list-style-type: none"> <li>• Big Data, Cloud, Datacenter</li> <li>• Data Asset Management</li> <li>• Post-Production/Broadcast</li> <li>• Archival</li> <li>• File Sharing</li> </ul>
<p><b>Portable &amp; Collaboration Storage</b></p> <ul style="list-style-type: none"> <li>• Consumers/ProSumers</li> <li>• Photographers</li> <li>• Rich Media Post-Production</li> <li>• Design Studios</li> </ul>  <p>Pegasus J2/J4</p>	 <p>VessApp Series</p>  <p>Pegasus R4/R6</p>		
	 <p>FileCruiser</p>	<p><b>SMB/Enterprise Cloud Storage</b></p> <ul style="list-style-type: none"> <li>• Access Anytime Anywhere</li> <li>• On-Site Private Cloud Security</li> </ul>	<p>11</p>

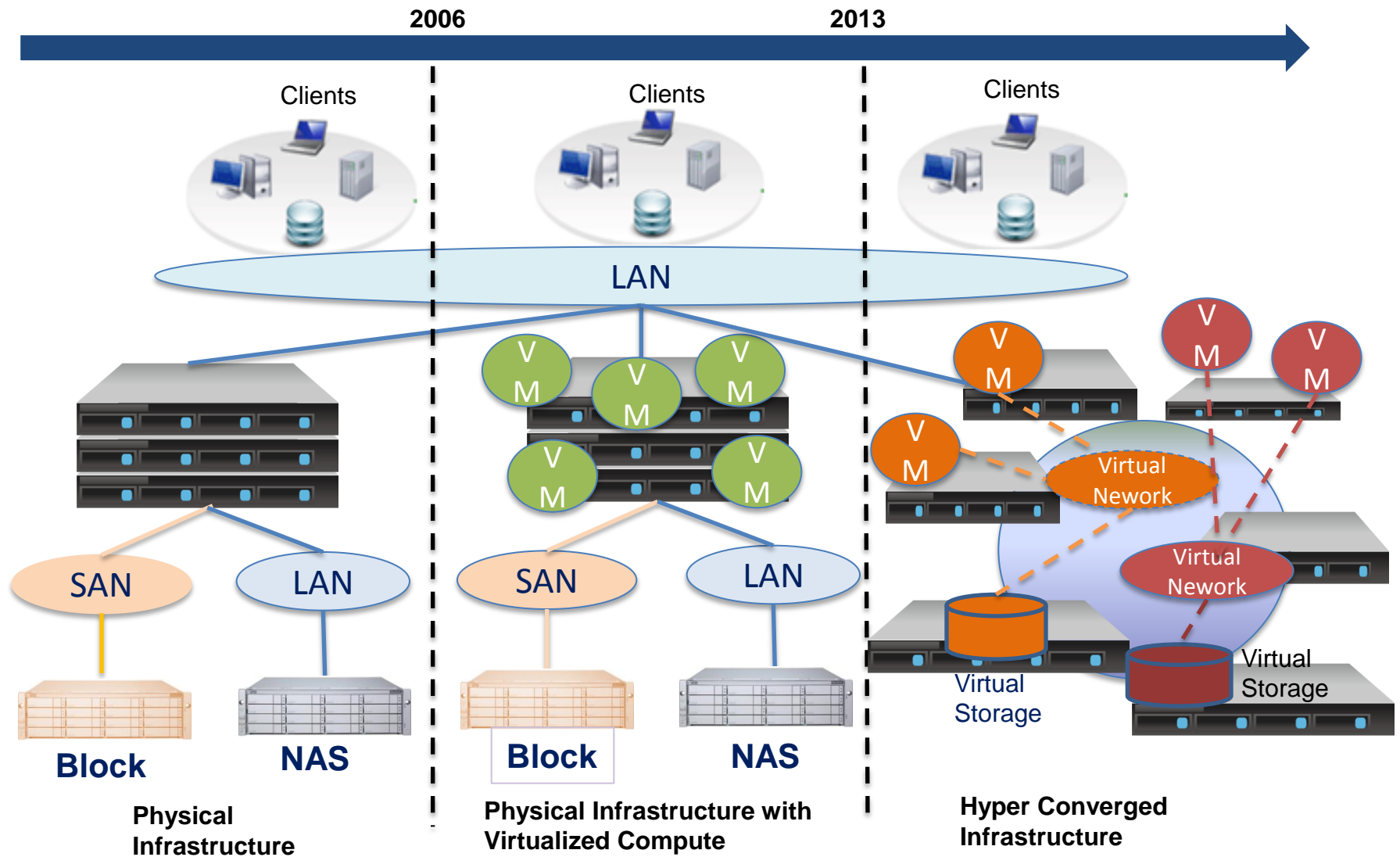
# Cloud strategy

# WW Cloud Infra Market forecast

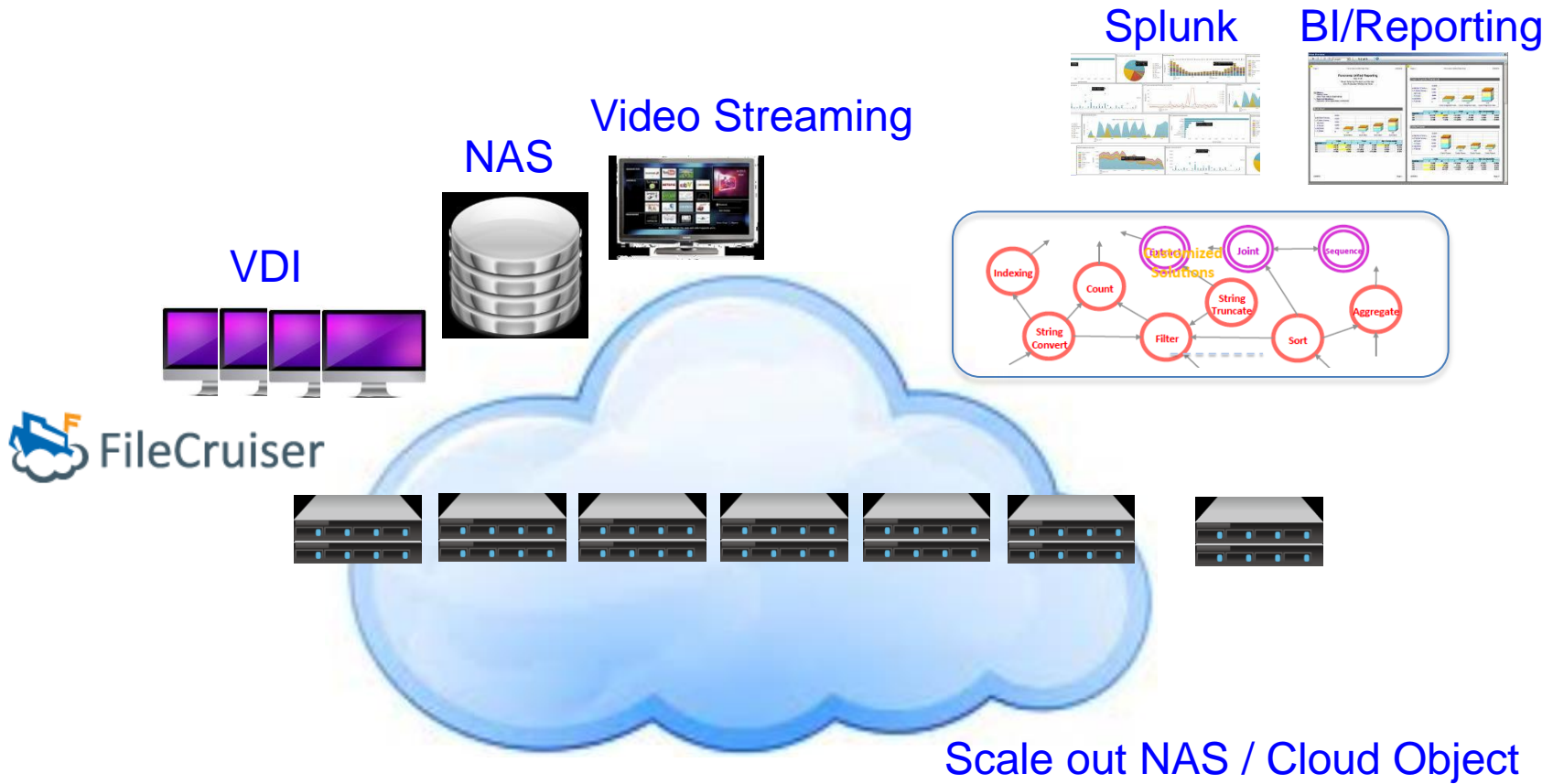


Source : IDC Worldwide Quarterly Cloud IT Infrastructure Tracker Q2 2015

# Infrastructure Evolution



# Hyper Converge Infra-structure



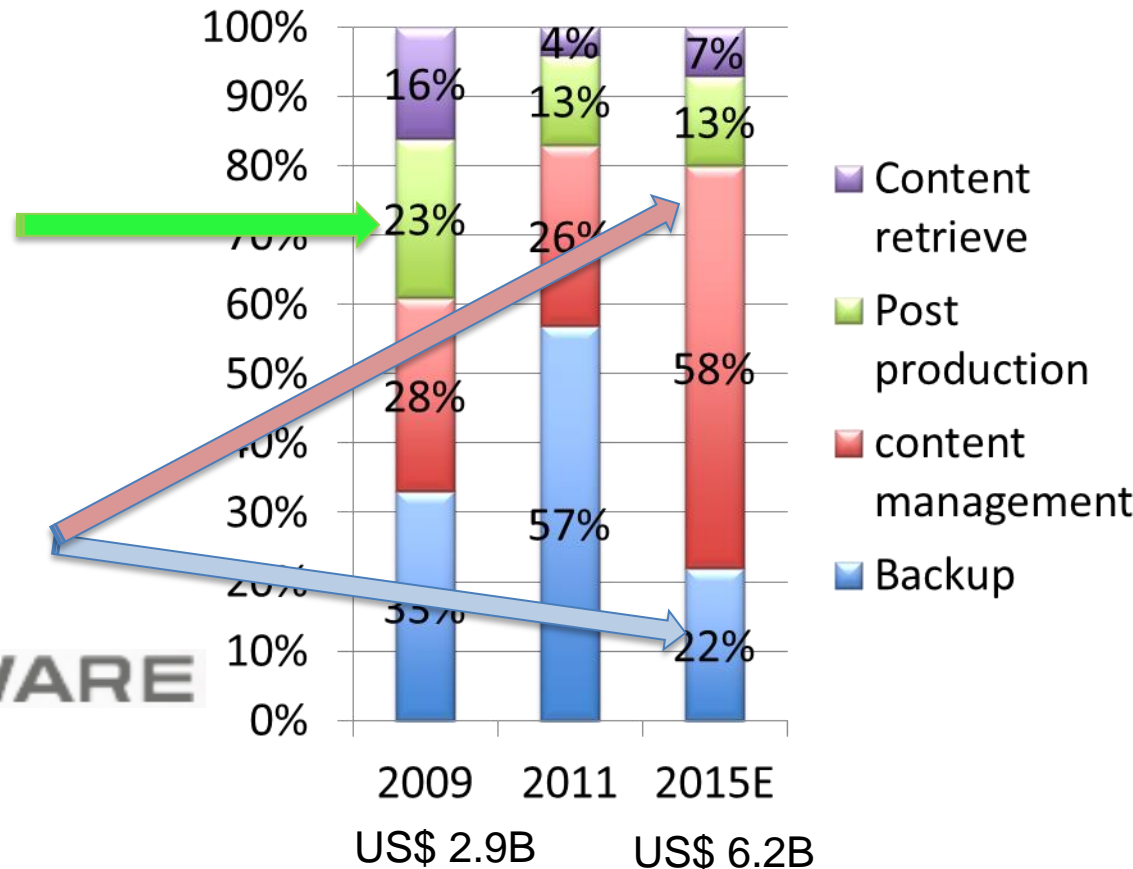
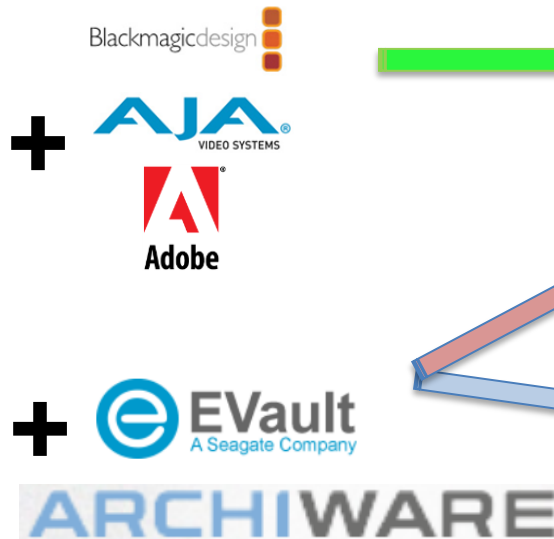
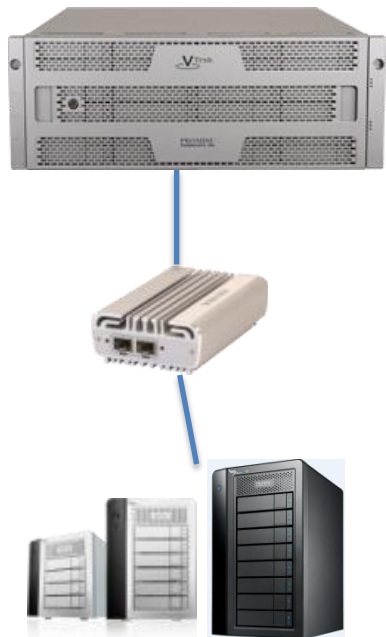
# R&M Lab. & strategy





# Rich media strategy

- Ally with third party ISV to penetrate R&M application portion.
- 4K/8K opportunity: Thunderbolt 2 product from SMB to enterprise.



# VTrak A-Class FC Shared SAN + NAS Gateway

**PROMISE**<sup>®</sup>  
TECHNOLOGY, INC.

## SAN Clients

Mac Pro



MacBook Pro

PC Workstation



**SANLink2**

Direct 10GBaseT connectivity

via THUNDERBOLT.



HD, 4K cameras



Portable backup for offsite production shoots



## NAS Clients



Mac



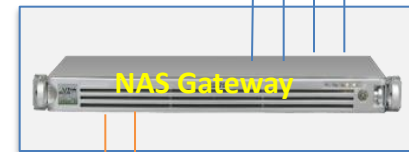
Linux



Windows



1Gb Switch

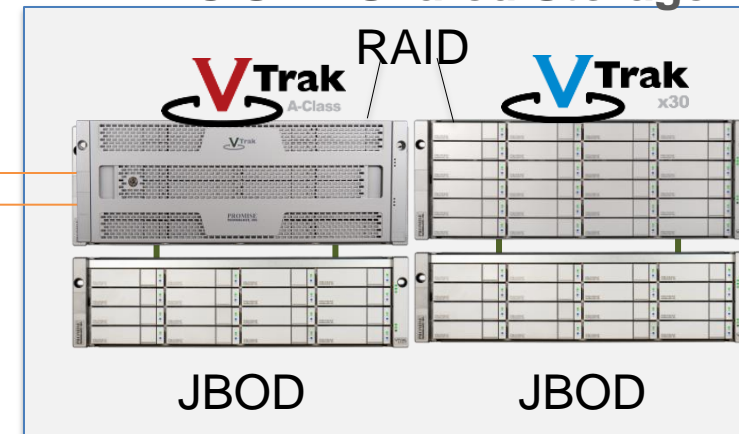


NAS Gateway



Fibre Channel

## VTrak Scale-Out FC SAN Shared Storage



4K video editing and collaboration  
(VTrak A-Class supports 4K streaming)

# Surveillance Lab. & strategy



# Surveillance strategy

- VMS Certification



- Optimized Performance

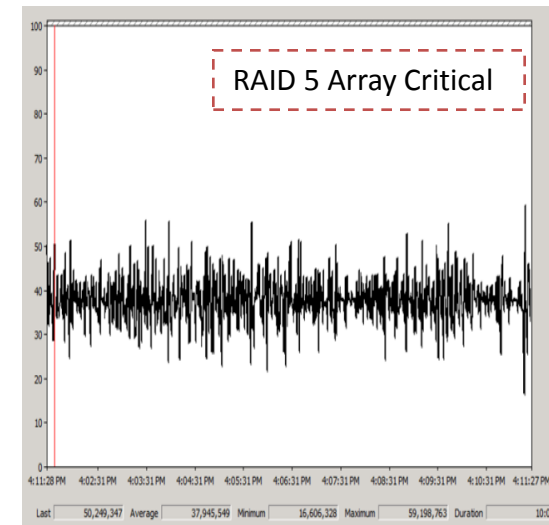
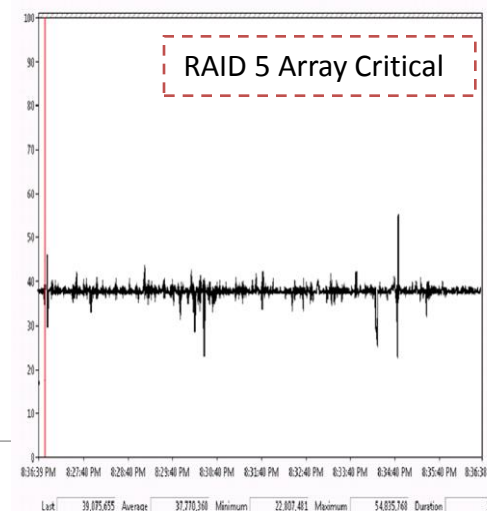
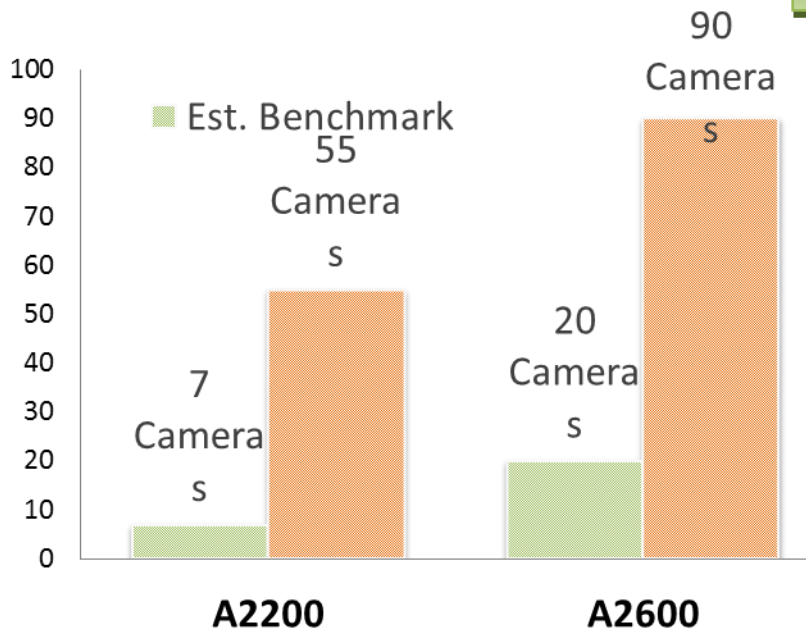
- “Milestone XProtect VMS system at a level that is **four times higher** than the benchmark levels determined by the Server and Storage Calculator.”

- Minimize the frame lost issue

- Quotation only to SI.

Vess A2000 Sur. RAID Mode

Other Non-optimized Solution



# Personal Cloud



- **1st Consumer product in Promise.**
- **Selling point**
  - Easy to setup
  - Media streaming
  - Private cycle
  - 4TB for personal backup
- **Endorsement by Tier 1 customer**



## Partner's Words



*“The high level of storage integration and energy-efficient performance of the Intel Xeon processor C5500/3500 provides a strong foundation for storage systems to manage the explosive growth of data. The performance and storage capabilities of this family of processors enables PROMISE to deliver faster processing and greater availability in a dense form factor.”*

*David Tuhy, general manager, Intel Storage Group*

*“Intel is excited about the superior performance and simplicity Thunderbolt technology and PROMISE’s Pegasus family of products will bring to consumers and media professionals trying to keep up with the explosion of digital media”*

*Jason Ziller*

*Director, Thunderbolt Planning and Marketing,  
Intel Corporation*

*“Thunderbolt sets new standards for speed, flexibility and expansion. The new Pegasus RAID with Thunderbolt delivers pro-level performance in an affordable package, perfect for use on location or in the studio.”*

*Ron Okamoto*

*Apple's vice president of Worldwide Developer Relations*

*“As a leading provider of top notch security solutions, Sony is pleased to partner PROMISE Technology in offering to our customers, the iSCSI storage solutions, which are a perfect complement to our comprehensive range of security solutions.”*

*Yoshikazu Hirano*

*General Manager of Security Solutions Asia Pacific, SONY*

Q&A

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TECHNOLOGY, INC.

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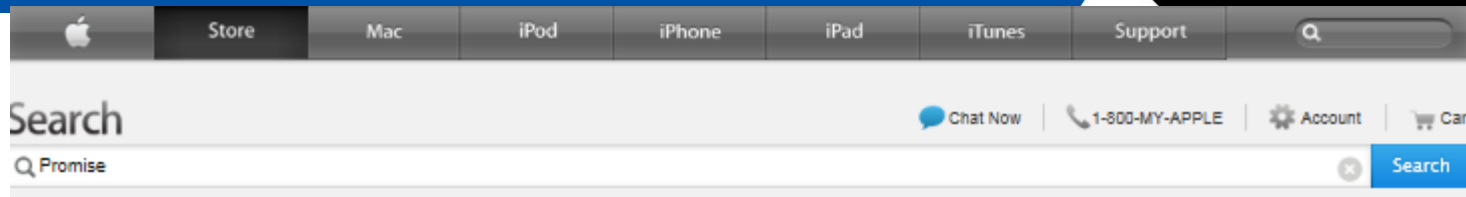
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# Promise in Apple store



Promise 2TB SATA Drive Module  
\$799.00

Free Shipping | Available to ship: Within 24 hours  
All Mac Storage Products ▶



PROMISE Pegasus2 R Series 2TB SATA...  
\$229.00

Free Shipping | Available to ship: Within 24 hours  
All Mac Storage Products ▶



Promise VTrak x30 Series 3U Expansion...  
\$1,399.00

Free Shipping | Available to ship: Within 24 hours  
All Mac Storage Products ▶



PROMISE VTrak x30 Series 180TB (60x...  
\$69,999.00

Free Shipping | Available to ship: 1-2 weeks  
All Mac Storage Products ▶



PROMISE VTrak x30 Series 64TB (16 by...  
\$29,999.00

Free Shipping | Available to ship: Within 24 hours  
All Mac Server Accessories ▶



PROMISE VTrak x30 Series 3TB SAS Dri...  
\$899.00

Free Shipping | Available to ship: Within 24 hours  
All Mac Storage Products ▶

