



Compute Express Link® (CXL®)
MARKET WATCH

Continuous, real-time reporting of CXL
products and businesses

For CXL Vendors

Why Market Watch?

- Memory semiconductor analysts are providing most of today's coverage.
- There is minimal coverage by the analyst community of the CXL ecosystem of cards, modules, switches, systems, software, and solutions that are racing to market.

The goal: provide data essential for CXL execs to run their business, and for CXL investors and users to play the gorilla game

- **Product data** – real-time updates to keep your product strategy current.
- **Business data** – follow the money: M&A, investment, valuation, and revenue.
- **Future buyer behavior** – survey data reflecting future user sentiment.
- **Insider perceptions** – market and innovation leaders voted by insiders.

First quarterly CXL Watch Report will be published in January

- You will receive requests for information (RFIs) regarding your products and business.
- We look forward to your feedback.

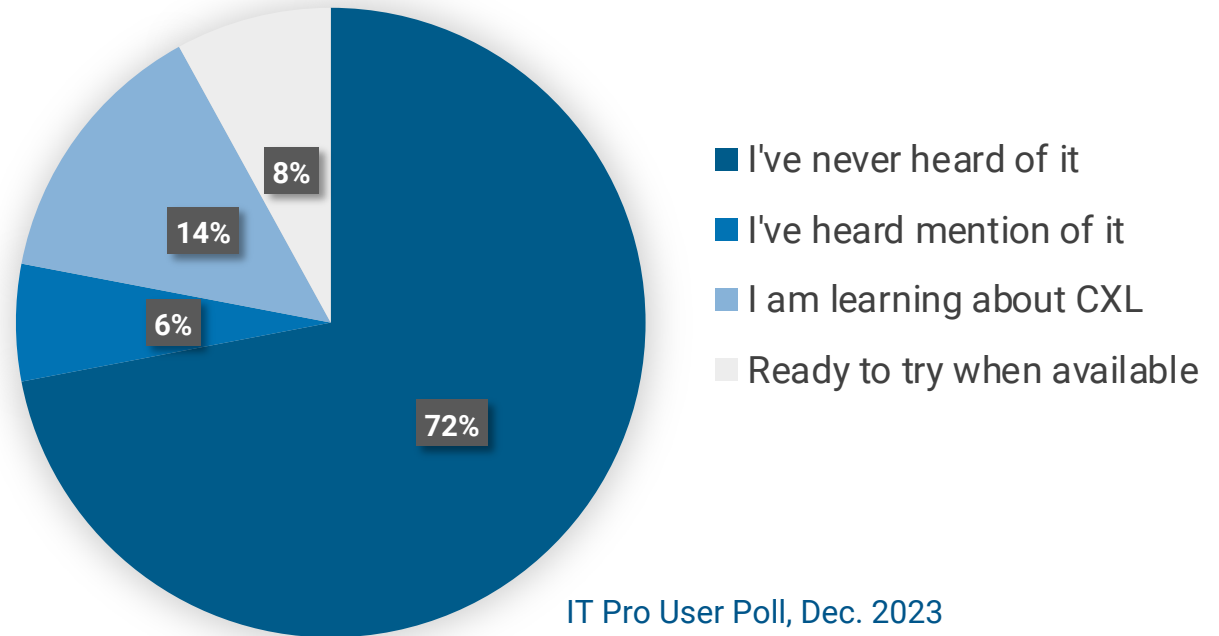
For Investors and IT Pro Users

Our surveys indicate investor and IT Pro user awareness of CXL is very low.

Why should you care about Market Watch?

1. CXL is transforming the \$100 billion memory market.
2. CXL is essential to the success of the memory hungry Generative AI market.
3. CXL products are beginning to come to market in 2024, and you want to partner with the leaders.

My knowledge of Compute Express Link® (CXL®) can best be described as:



CXL Product Categories and Vendors

CXL-Compatible Processors	CXL-Compatible DRAM	CXL-Compatible HBM	CXL Memory Controllers	CXL Memory Cards and Modules (incl. hybrids)
AMD	Samsung	Samsung	Microchip	Samsung
Intel	SK Hynix	SK Hynix	Montage Technology	SK Hynix
NVIDIA	Micron	Micron	Astera Labs	Micron
SiPearl				SMART Modular
CXL Switches	CXL Memory Arrays (Pooling Systems)	Servers Supporting CXL	CXL Fabric Mgt, Memory Pooling, Sharing Software	CXL Optical Cards and Cables
Broadcom	GigaIO	Supermicro	MemVerge	Lightelligence
XConn Technologies	Liqid	Dell	VMware	
Microchip	H3 Platform	HPE	H3	
Enfabrica	Marvell	Lenovo		
	UnifabriX			

Market Watch Report Pricing

Subscription Type	Content	Cost
Annual Subscription (Billed Monthly)	Real-time, online report includes: Product Watch, Business Watch, Insider Surveys, Access to Slack Channel	\$1,995/mo
Annual Subscription (Billed Annually)	25% savings compared to monthly Real-time, online report includes: Product Watch, Business Watch, Insider Surveys, Access to Slack Channel	\$1,500/mo
Single Report (Prepaid)	One quarterly PDF report includes: Product Watch, Business Watch, Insider Surveys, Buyer Behavior Surveys	\$7,500/mo

CXL Industry First Validation



Compute Express Link® (CXL®)
MARKET WATCH

IT BRAND PULSE Industry First

PURE STORAGE
NVMe over RoCE Fabrics
Ageless NVMe Fabrics
NVMe over Fabrics-as-a-Service

NVMe Fabrics Bring DAS Access Times to Networked Storage
A new chapter in the history of networked storage is starting this year when NVMe over Fabric technology is available from major vendors like Pure Storage®. This new class of super-SAN almost completely eliminates the difference in performance between local and networked flash storage.

Pure Storage is First with NVMe over RoCE Fabrics
The introduction of DirectFlash Fabric by Pure Storage represented 3 industry firsts: 1) Pure is the first leading storage vendor to ship NVMe over RoCE Fabrics, 2) With their Evergreen feature, Pure is the first ever to ship Ageless NVMe Fabrics, and 3) Pure is the industry's first to ship NVMe over Fabrics-as-a-Service.

IT Brand Pulse Industry First Validation
In a sea of high-powered IT advertising, IT Brand Pulse delivers test and research data to capture the performance, market position and perceptions of IT professionals about data center infrastructure. When a company is first with a new IT product or feature, we prove it through our Industry First Validation Program. For NVMe over RoCE Fabrics, we searched for competitive offerings and contacted both vendors and IT pros. We were then able to validate that Pure Storage is the first leading storage vendor to ship NVMe over RoCE Fabrics, the first ever to ship Ageless NVMe Fabrics, and the industry's first to ship NVMe over Fabric-as-a-Service. Learn more IT Brand Pulse and the Industry First Validation Program at www.itbrandpulse.com.

If your company is first with a new CXL product or feature, let us prove it and help you get the recognition you deserve.

Through our Industry First Validation Program, we'll search for competitive offerings and survey vendors. When we're done validating your breakthrough, you'll receive a report with details of our research and an "Industry First" logo for your marketing collateral.

Here's how it works:

- Vendor nominates a technology, product or feature.
- We search for competitive offerings and date of their availability.
- We survey vendors, asking them to validate you are first.
- If survey respondents identify another offering as first, we investigate the claims.
- Within 30 days, we complete and send you a report with details of our research.
- If our research validates you are first, we provide you with an "Industry First" logo, identifying your specific technology, product or feature.

CXL Brand Leader Awards



For products in production, brand leader reports include the results of IT pro voting for six categories of brand leadership for each product: market, price, performance, reliability, service & support and innovation.

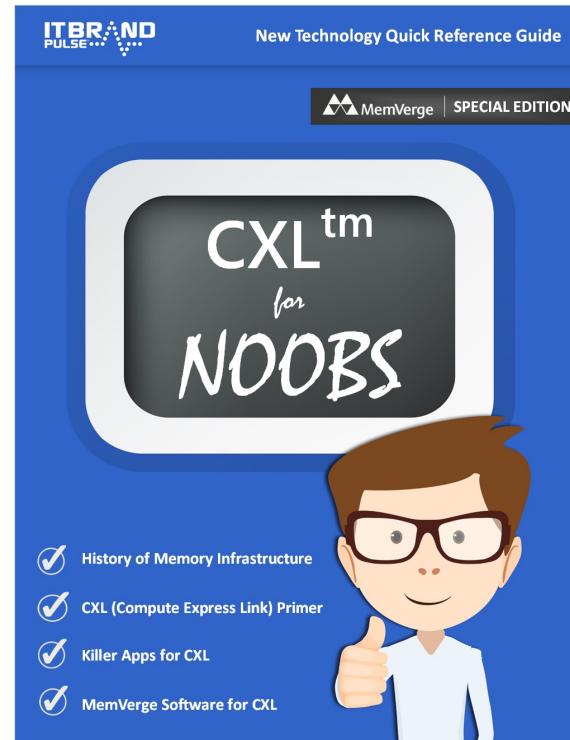
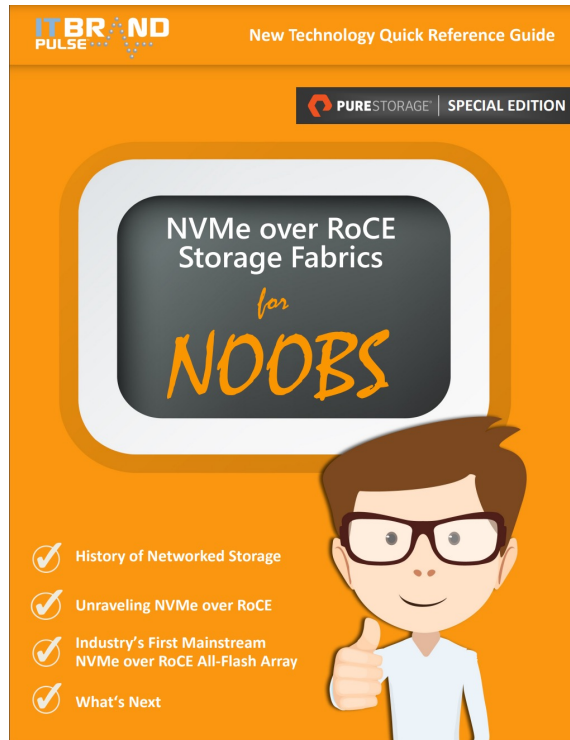
For pre-production products, brand leader reports include the results of insider voting for only 2 categories: market leader and innovation leader. Brand leader data is free. Award logos, reports, infographics and email campaigns are chargeable.



CXL for Noobs

<https://www.purestorage.com/content/dam/pdf/en/ebooks/protected/eb-nvme-of-for-noobs.pdf>

Coming Soon



Continuous technology change has put huge pressure on IT professionals to learn about dozens of new hardware products, software products, reference architectures and best practices.

New Technology Reference Guides for Noobs are designed to help IT Pros quickly understand the basics of a new technology, while providing vendors a way to engage with IT Pros.

Co-branded with your company name and full-page ads, "For Noobs" publications can be distributed as eBooks or printed and used as a handout.



IT BRAND PULSE™ **ND**