



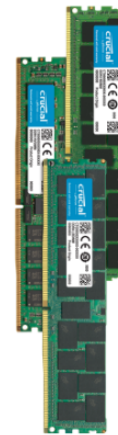
Are your customers using enough server memory?

How RAM helps them overcome the top 5 workload constraints



The memory & storage experts™

In a recent Spiceworks survey of over 350 IT decision-makers, 47% noted that they planned to add more server memory in the coming year, even though *half of all their servers were already running at the maximum installed memory capacity.** These findings make sense given how memory uniquely helps overcome the top 5 workload constraints that IT decision-makers noted in the survey.



The top 5 workload constraints and how to help your customers overcome them

| Constraint | Why RAM is the solution |
|---|--|
| 1 Limited budget | More memory helps increase CPU efficiency and utilization, allowing your customers to get more performance out of every server and use fewer boxes to accomplish more |
| 2 Unexpected or unpredictable workload demands | More RAM helps eliminate quality of service (QoS) variance because it provides extra resources for virtualized applications to store and use active data, which lives in memory |
| 3 Limited floor space | Scaling up and using 5 maxed-out servers to accomplish the workload of 10 half-full/old servers optimizes data center real estate and cuts power, cooling, and software license costs – the big IT budget killer |
| 4 Rapid growth in user base | Hosting more users requires more RAM to maintain QoS levels and gain system flexibility |
| 5 High power and cooling costs | More RAM helps servers use power in the most efficient manner (feeding and running CPUs), plus using fewer servers lowers total energy costs |

The benefits of Crucial® server memory

- The fastest, easiest, most dependable way to increase server performance
- Compatible with OEM servers and manufacturer warranties
- Quality-tested to mission-critical server standards
- 100% component and module tested
- Micron quality – a higher level of reliability
- Backed by a limited lifetime warranty and the Reliance Program**
- Available in DDR to DDR4 memory technology in all form factors

Latency comparison
How much time does it take for data to get to the CPU?



1 millisecond = 1,000 microseconds = 1,000,000 nanoseconds

More memory allows your customers to use fewer servers – and accomplish more

Since memory is what feeds processing cores, it's one of the most effective and affordable ways to improve CPU utilization and efficiency. When CPUs are fully utilized, your customers are able to use fewer servers to accomplish more. And since fewer servers keeps power, cooling, and software licensing costs lower, it's one of the best ways to cut costs and overcome workload constraints.



Limited lifetime warranty valid everywhere except Germany, where warranty is valid for 10 years from date of purchase.
*Data from March 2018 survey of 353 IT decision-makers in the U.S., U.K., Germany and France, with respondents split evenly by region. Survey conducted by Spiceworks.
**Reliance Program benefits may vary and are only available to qualified customers in select regions. Contact your Crucial sales representative for more information.

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