

## FOR IMMEDIATE RELEASE

### Company Contact

Jack Gold  
508-393-5294  
Jack.gold@jgoldassociates.com

### Press and Analyst Relations

Cathy Caplener  
Be Cause PR  
(310) 428-7476  
cathy@becausepr.com



**J. Gold Associates, LLC**  
6 Valentine Road  
Northborough, MA 01532  
www.jgoldassociates.com

Should companies buy business-class notebooks with Solid State Drives despite the higher cost? Research determines they save money long term despite the increased purchase price.

- *Many companies are evaluating deploying notebooks with Solid State Drives (SSDs) which provide lower failure rates, increased performance and better battery life, but have been reluctant to do so because of significantly higher costs.*
- *Our lifecycle cost model reveals that despite the higher purchase price, SSDs save a company \$214 over a 3 year lifecycle, \$493 if the machine is kept in service 5 years.*
- *As a result, the SSD expenditure has an ROI of 107% for a 3 year lifecycle and 247% for a 5 year lifecycle.*

Northborough, MA, July 9, 2009: Analysis of data and a **Key Finding** (see below) from a major business-oriented mobile research report is being released by J.Gold Associates. The study, *Solid State Drives in Business Notebooks: Cost Benefit or Cost Burden?*, addresses the desire of many companies to purchase enterprise-class notebooks with Solid State Drives (SSD) because of increased reliability and better performance but who have found it too expensive to do so. Particularly problematic in these challenging economic times when companies are limiting expenses, the additional cost of an SSD (on average \$200) represents a 20% premium over the cost of an equivalent base-level machine with a standard hard disk drive (HDD). To discover whether SSDs offered cost benefits to businesses, J.Gold Associates created a model that analyzes the costs contributed to failures of notebook computers throughout their lifecycle. Based on earlier work from our research report, *Keeping Notebooks Past Their Prime, an Analysis of Failures and Cost*, which

For Immediate Release

determined the true cost of machine failures in an enterprise, this model evaluates the cost savings attributed to improved failure rates of SSD equipped machines and seeks to discover if the savings outweighs the additional cost.

The model provides a comprehensive analysis of the true costs associated with business notebook failures that reflect upon the actual usage of the deployed devices, including variations in failure rates over the life cycle, costs of repairs both in and out of warranty, IT tasks and labor rates, end user effects, etc. From this data, per device cost associated with machine failures in each year of service through year 5 has been calculated, and a total cost per device has been determined. These costs are then compared for both HDD and SSD enabled business-class notebooks to discover if there were indeed savings to be had for the additional spending on SSDs.

**Key Finding: Deploying notebooks with SSDs instead of HDD will save a company \$214 over a three year deployment lifecycle and \$493 if the lifecycle is 5 years, for a 107% and 247% ROI respectively. Further, SSDs can lower the overall machine failure rates by one third.**

Says Jack Gold, President and Principal Analyst of J.Gold Associates, LLC. about this key finding, "Our intent was to identify the true costs associates with equipping notebook computers deployed in the enterprise with SSDs. Further we wanted to determine whether extending the life of a notebook for an additional 2 years as many companies are now considering made more economic sense if the machine were SSD equipped. We discovered that the savings associated with SSDs were very significant for a standard 3 year lifecycle, and grew if companies plan to retain a machine for an extended lifecycle of 4 or 5 years, although other factors like performance and reliability may dissuade them from doing so."

Some additional key findings include:

- The cost to repair a failed notebook under warranty with an HDD is \$970 vs. \$715 for SSD
- The average failure rate of a notebook is reduced by 1/3 due to the higher reliability of SSDs

The complete research report and its cost model are available for purchase from J.Gold Associates, LLC.

Further information can be obtained by contacting Jack Gold, Founder and Principal Analyst, J.Gold Associates, LLC, at 508-393-5294, or by email at [jack.gold@jgoldassociates.com](mailto:jack.gold@jgoldassociates.com)

For Media/PR, please contact Cathy Caplener, Be Cause PR, (310) 428-7476 [cathy@becausepr.com](mailto:cathy@becausepr.com)

*Jack E. Gold* is founder and principal analyst at J.Gold Associates, LLC and a former vice president at META Group, with over 35 years in the computer and electronics industries.

***About J.Gold Associates, LLC:***

**J.Gold Associates** is a **Technology Analyst Firm** providing its clients with insightful, meaningful and actionable analysis of trends in the computer and technology industries and the resultant implementation challenges that affect corporate operations. We maintain a broad based knowledge of the technology landscape and its implications for organizational strategies, and bring that expertise to bear in our work. We cover the needs of business users in enterprise and SMB markets, plus focus on emerging consumer technologies that will quickly be re-purposed to business use.

**J.Gold Associates** provides strategic consulting, advisory services, syndicated research and in-context analysis to help its clients make important technology choices and to enable improved product deployment decisions. We work with our clients to produce successful new product strategies and deployments through strategy workshops and reviews, business and strategic plan coaching and reviews, assistance in product selection and vendor evaluations, needs analysis, competitive analysis, and ongoing expertise transfer. We can provide companies with a trusted and expert resource to maximize investment and minimize risk.