

By Joseph Mudingu

Toshiba is setting the pace in developing storage solutions for Big data and Personal Storage with its game changing technologies incorporated in NAND Flash memories and BiCS Flash with 3D stacked cell structure.



With the rapid expansion of big data and personal contents like photos, videos, music & movies, (3D Flash Memory) these technologies provide building blocks for storage not only in smartphone, tablet & PCs but also increasingly for data centres, server farms with its SSD (Solid State Device) -the infrastructure that sustains our data and personal content driven society.

Santosh Varghese, General Manager of Digital Products and Services, Toshiba Gulf FZE, said “Toshiba has been investing on an average 6% of their revenue in R&D for innovating new products and technologies .



Every year Toshiba focuses its research and development investment for creating substantial solutions that solves social issues. Use Innovative technologies to create substantial product offering high level functionality, quality and cost competitiveness.”

BiCS FLASH, which offers many advantages over planar NAND flash memory, will be the solution satisfying the market requirements. Furthermore a 64 layer BiCS Flash provides approximately 1.4 times the storage capacity per unit area compared to the 48 layer BiCS Flash.



Furthermore, for smartphone, tablet, memory card and other power-sensitive applications, demand for storage with lower power consumption is increasing.

In the HDD segment we continue to produce drives with higher capacities for the Desktop and Notebook segments, also incorporating the latest technologies. Toshiba has a strong focus on enterprise HDDs for data centres and server farms. We are enhancing our portfolio for the NAS and Surveillance drive business.

As part of the "Go Africa" project to expand its in-country operations in all emerging economies across Africa for its storage business Toshiba Gulf FZE will be showcasing its latest range of products in the storage portfolio which includes personal storage products like External HDDs, Internal HDDs, SSD , SD cards , Micro SD cards, Flash USB drives

Key Highlights of "Go Africa" project will be to improve the time to market by launching all storage products at the same time of global launch.

Increase product portfolio with latest products and technologies across various product category, empower the channel partners with product knowledge, marketing and implementation of key "Go to Market strategies to expand the in country storage business.



Santosh Varghese, General Manager of Digital Products and Services, Toshiba Gulf FZE, said "We're happy to be launch our "Go Africa " initiatives in Rwanda to enhance customer experience for Toshiba Storage products by offering the latest technology and product by empowering our channel partners with the necessary product and sales skills". We aim to capture a market share within 2018 in Rwanda with our enhanced product offering and gaming changing technologies."



He also went on to add ' Africa being an untapped market, it is an emerging market here with the level of education coming up and spending is ever increasing and it is for this reason that we decided t start the" Go- Africa" project. We bring in the products with the latest technology into this market so we can filter out people working from remote markets like Dubai, the United States of America and other markets. We can bring in the new technology here, educate the people, we can also transfer some soft skills in terms of sales and marketing that will help not only the consumers but the millennial generation.