



of data into tailored recommendations

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To help navigate it, the world's leading companies have moved from simply serving up unfiltered information to using recommendation

only the things their customers and users may be interested in. The result is a highly personalized internet.

determines what is seen online



News & social

- Populates users' feeds with relevant content

The numbers are staggering!

listed on Amazon²

each minute[®]

posted on Facebook

Memory and storage fuel the transformation of data into personalized recommendations

1 Collection

Data from the digit

is captured, including how people act and interact online.

moving data quickly and efficiently as it's collected. High-capacity **QLC SSDs** capture and store this massive amount of data.

Preprocessing

Captured data is filtered and distilled to only relevant information

Server **DRAM** temporarily holds the d

being preprocessed. Fast, high-capacity NVMe™ **SSDs** hold the refined data that will be used for AI training.

3 Training

Compute-intensive AI training develops a model that can recognize patterns in the data and suggest relevant content.

High-performance NVMe **SSDs** rapidly feed filtered and processed data to data-hungry AI processors. **High-Bandwidth Memory (HBM)** provides an ultra-fast buffer to store the data and AI model during the training process.

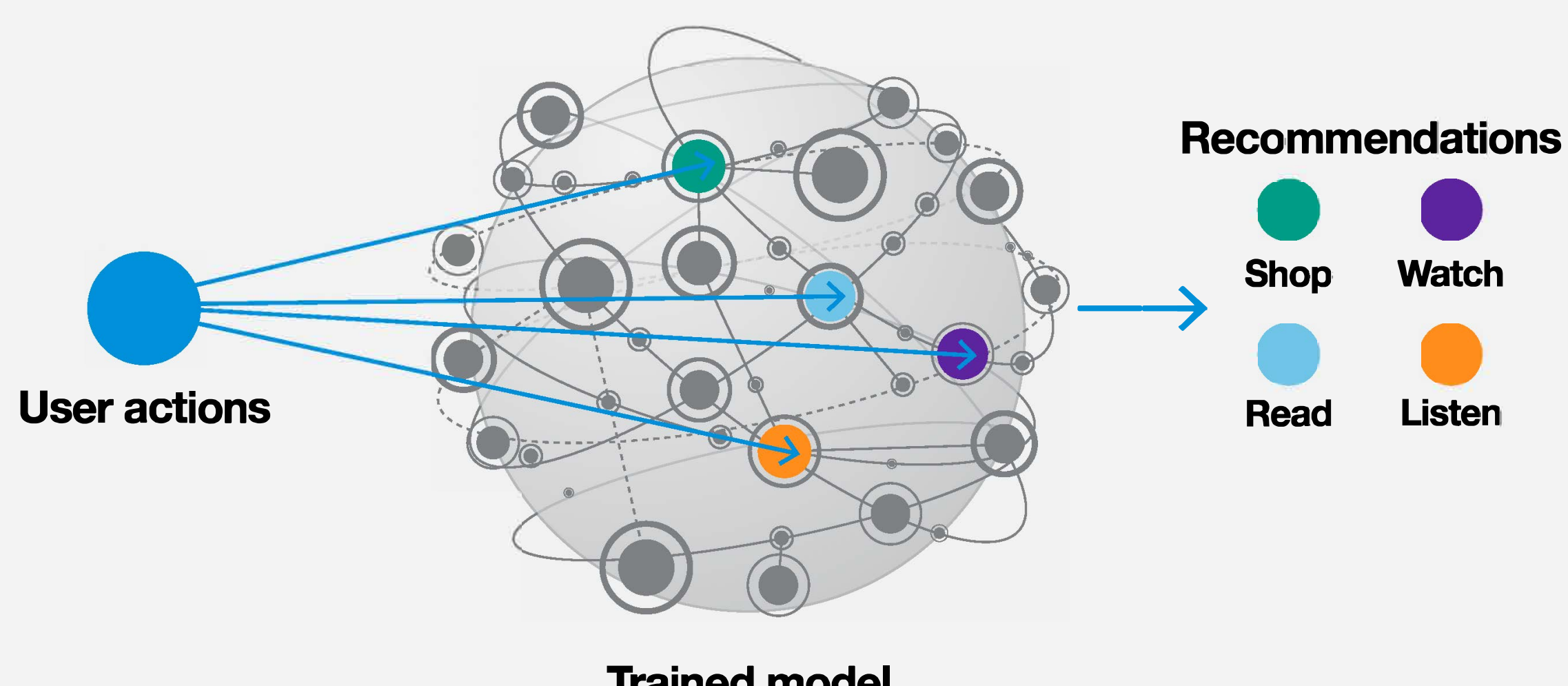
Trained model

4 Recommendation

As customers and User data

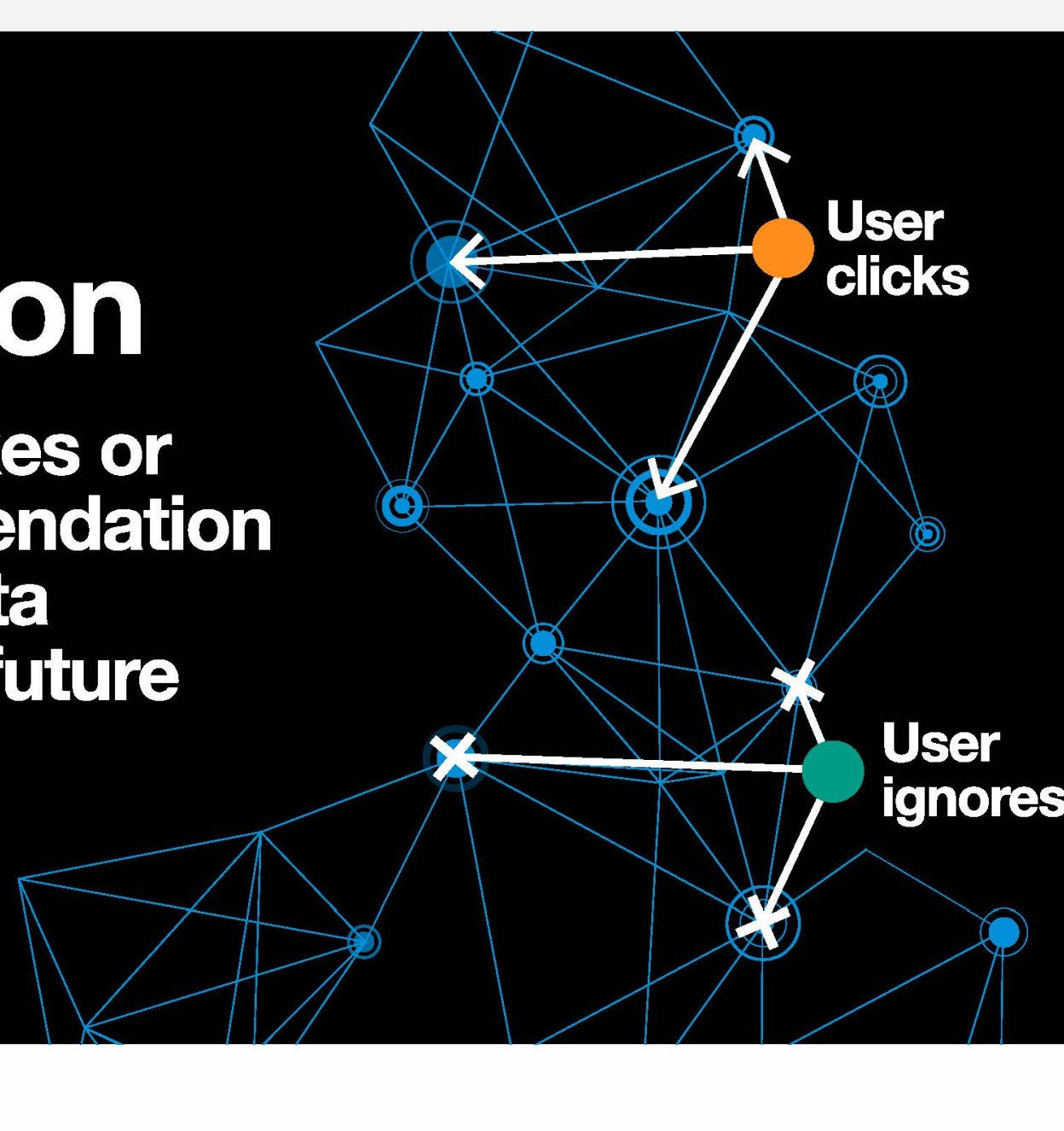
As customers and users browse, trained models recommend personalized content.

stored in **memory** for near-real-time recommendations. Fast **SSDs** cache any data that doesn't fit in memory.



5 Optimization

Whether a user takes or ignores a recommendation feeds back into data collection, honing future recommendations.



Recommendation engines make suggestions in different ways

different ways

Collaborative

What are people with similar tastes looking at?

Content

What have users looked at in the past?

Generic

popular now? As recommendation engines become more sophisticated, they become increasingly complex and compute intensive.

So future demand for high-performance memory and storage solutions will intensify to keep pace.

Learn more: micron.com/insight

Sources

¹ IDC Data Age Study 2025

² Retail TouchPoints: How Many Products

Does Amazon Carry?

³ MerchDope: 37 Mind Blowing YouTube



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