

# Memory and storage price updates

Stay ahead of the latest hardware price changes.



Hyperscaler investments in AI data centers are driving a severe supply shortage, with a drastic surge in pricing and demand expected for dynamic random-access memory (DRAM), as well as double data rate 4 (DDR4) and DDR5 memory devices.

Memory and GPU suppliers are prioritizing AI data center demand, reducing supplies. Major hardware manufacturers have announced further price increases and extended delivery times as demand continues to outpace supply.

## How SHI can help

- We are proactively pulling forward quotes to lock pricing and allocation ahead of OEM changes.
- Our experts will monitor open quotes, orders, and distribution stock and will notify you of any changes as soon as they happen.
- Our account executives can schedule planning sessions to assess your exposure to these delays.
- We will provide updates on supply availability to keep you informed of the latest market conditions.

## What does this mean for you?

- Delays in hardware fulfillment, which could be worse than the 2020-2021 shortage.
- Higher prices on laptops, servers, RAM, SSD, and networking equipment.
- Potential disruptions to planned IT projects.
- Manufacturer quote validity determined on a case-by-case basis.

We understand that you rely on the best pricing to meet your budgets. We offer the following solutions to help you solve what's next:

				
<b>Warehousing</b> SHI holds hardware in our secure warehouses, allowing you to buy and hold inventory for future deployments.	<b>Strategic sourcing</b> Our close partnerships with OEMs enable us to anticipate trends, apply data-driven forecasting, and leverage AI tools to minimize delays.	<b>Advanced planning</b> We help forecast needs and place orders proactively to avoid disruptions, use data to make informed decisions, and leverage asset recovery to offset costs.	<b>Alternative solutions</b> Our experts can recommend complementary products, refurbished hardware, or cloud-based solutions to mitigate budget strain.	<b>Dedicated support</b> Your SHI account team will monitor your orders and keep you informed of changes at every step. Our tools give real-time visibility and control of your inventory.

Early planning is the best way to mitigate risk and ensure business efficiency.  
Connect with an SHI expert to learn more.