

# Storage Research Report

## Key Finding

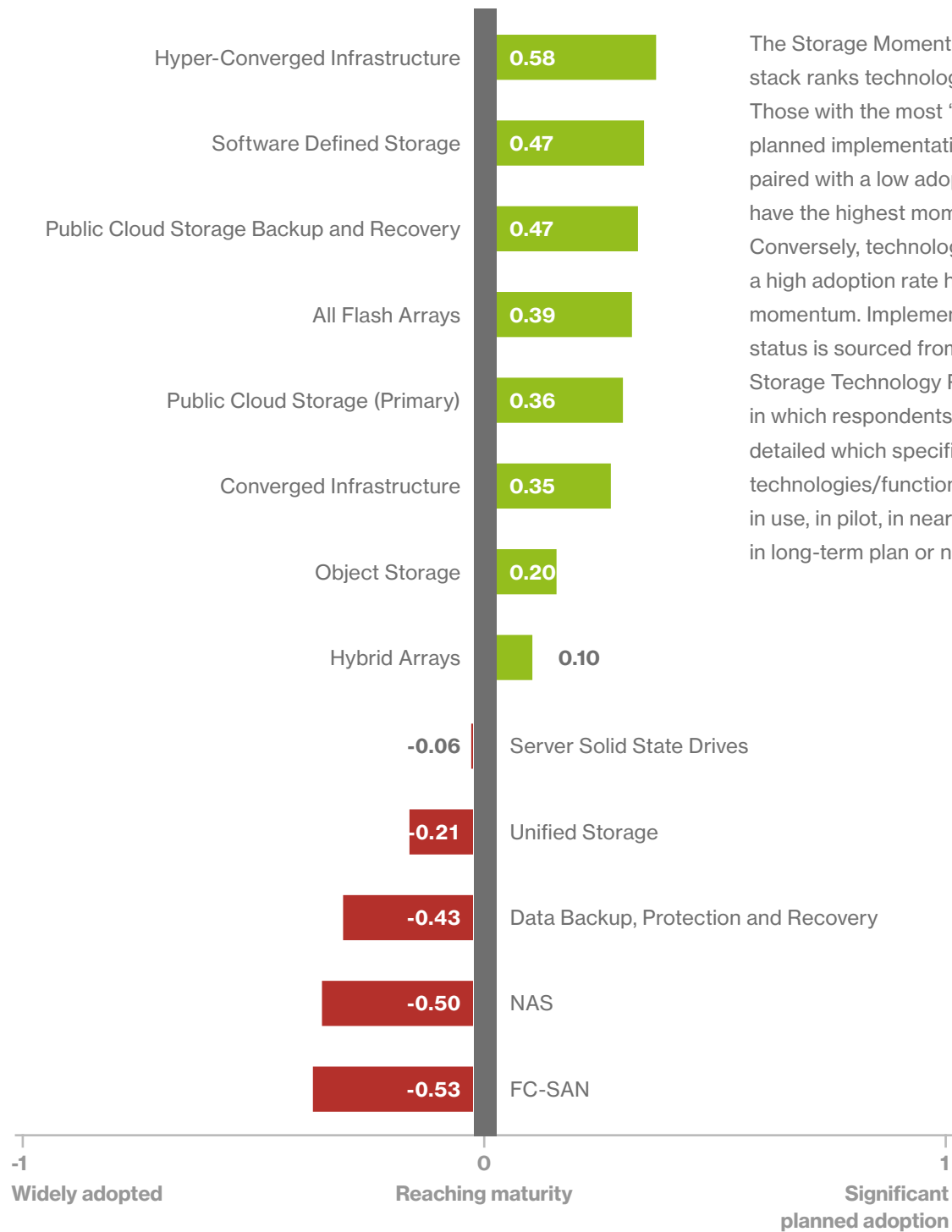
## FC SAN – Comparison of Momentum and Spending Index

The Momentum and Spending Indexes are two key metrics of TechTarget Research. Yet these are markedly different measurements. Momentum includes technologies with significant “net new” planned adoption while Spending looks at widely deployed technologies. So in a side-by-side comparison, we see Converged Infrastructure at the top of Momentum Index yet last on the Spending Index. Conversely, Unified Storage and FC-SANs have the greatest spending intensity, yet show negative momentum.

This dynamic is not uncommon, because technology needs to reach a significant adoption rate with sizeable budget share in order to fare well in Spending metrics. Technologies ranking high in Momentum are usually nascent. But a handful of technologies do well in both. Converged Infrastructure, Public Cloud Storage for Backup and Recovery and All Flash Arrays are all in use by less than 25% of respondents, yet they score in the second or third quintile for spend. On average 30% of the companies that have those technologies in use are purchasing it on a quarterly or semi-annual basis.

**See data on next two pages**

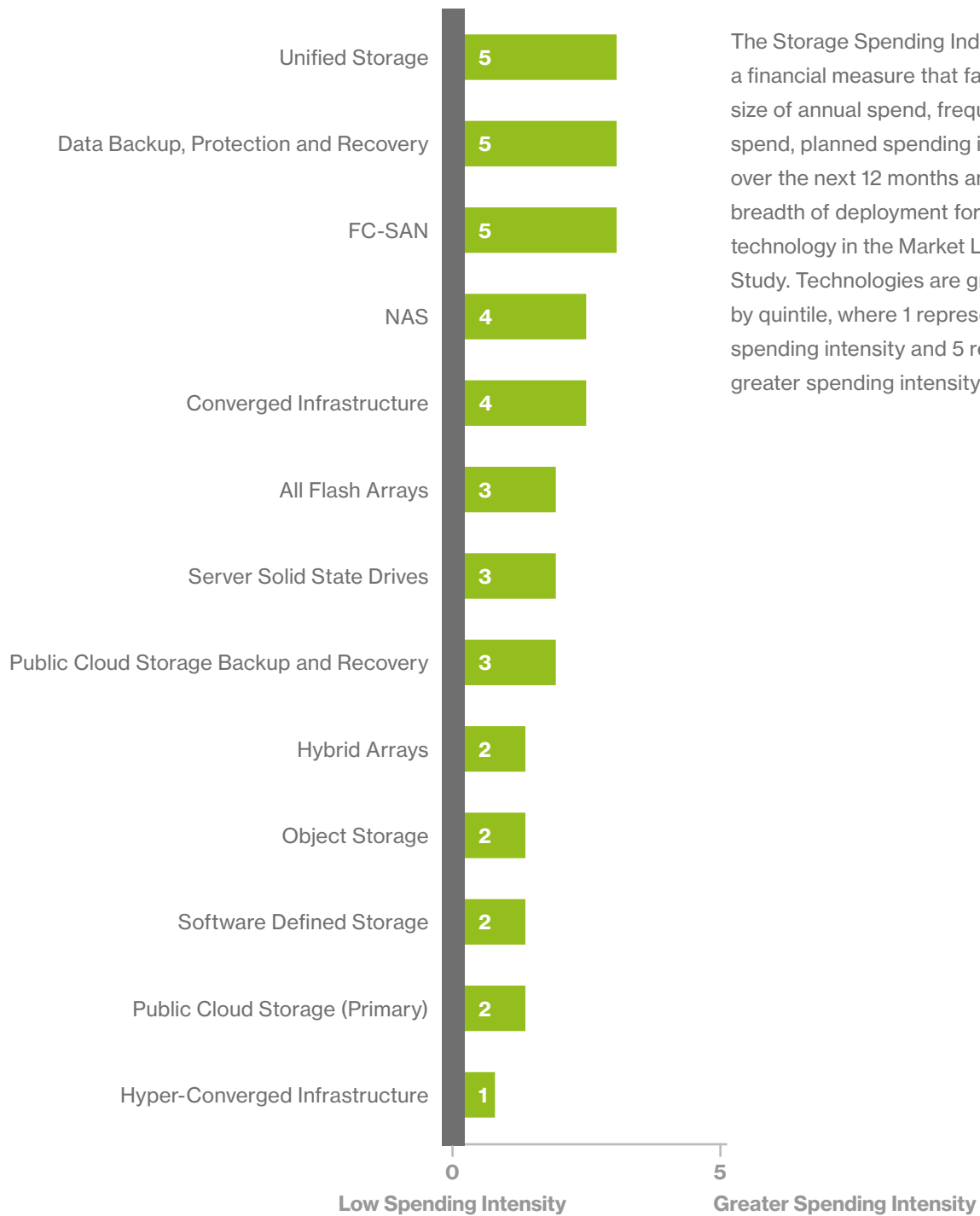
## Storage Technology Momentum Index™



The Storage Momentum Index™ stack ranks technologies. Those with the most “net new” planned implementations paired with a low adoption rate have the highest momentum. Conversely, technologies with a high adoption rate have low momentum. Implementation status is sourced from our Storage Technology Roadmap in which respondents have detailed which specific Storage technologies/functionalities are in use, in pilot, in near term plan, in long-term plan or not in plan.

Source: Storage Market Landscape Study 2H 2015

## Storage Spending Index™ – Total sample



The Storage Spending Index™ is a financial measure that factors in size of annual spend, frequency of spend, planned spending increase over the next 12 months and breadth of deployment for each technology in the Market Landscape Study. Technologies are graded by quintile, where 1 represents low spending intensity and 5 represents greater spending intensity.

Source: Storage Market Landscape Study 2H 2015

## About the TechTarget Research Peer Network

Making vendor evaluations and technology decisions that are the best fit and best value for your organization is now much easier. As a member of the TechTarget Research Peer Network, you gain access to our vast store of intelligence about the vendors on your short list. You'll know how each vendor is performing and discover specifics about how they've structured deals with peers.

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- The solutions your peers are choosing in 80+ technology segments
- How your peers negotiate with vendors to get more for less
- How the vendors on your short list are performing on a quarterly basis

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