

# Storage Research Report

## Key Finding

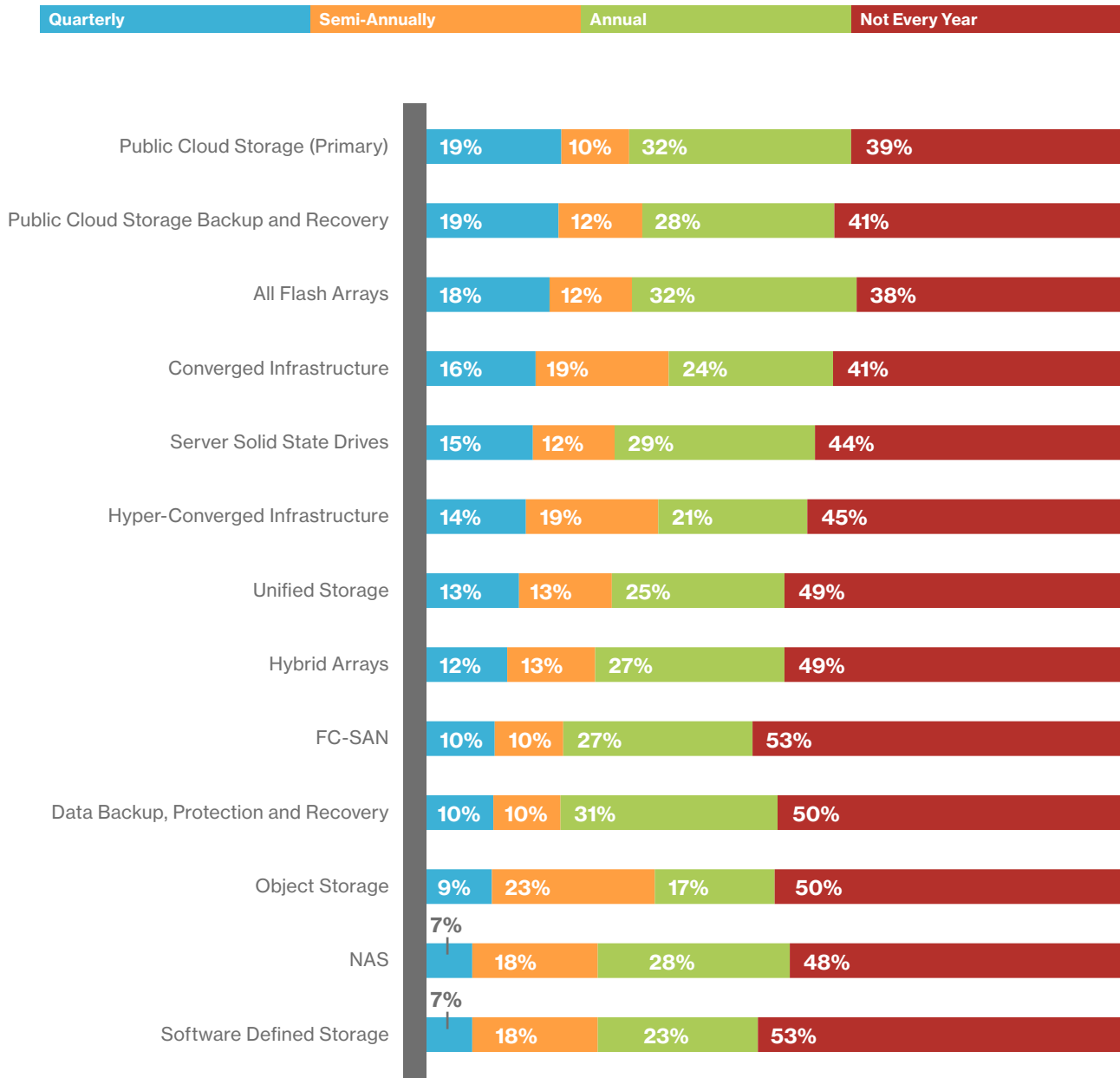
## Unified Storage, FC-SAN take up most budget, Cloud Capacity spend happens most frequently

Storage technologies that generate the most spending usually aren't the most frequently purchased products. For instance, these charts show that the technologies that take up the highest amount of storage budget are Unified Storage at 16% and FC-SANs at 16%. Perhaps because these are usually large purchases, they are less likely to be purchased quarterly than technologies that command less budget.

Public Cloud Capacity – considered an elastic purchase – is most likely to be bought every quarter. Public Cloud Primary Storage and Public Cloud Backup Storage for backup and recovery top the list of storage purchased quarterly, followed by emerging All Flash Arrays. Yet Primary Cloud Storage (3%) and Public Cloud Storage for Backup and Recovery (5%) are near the bottom of the annual storage budget list. All Flash Arrays (6%) are in the middle of the budget pack.

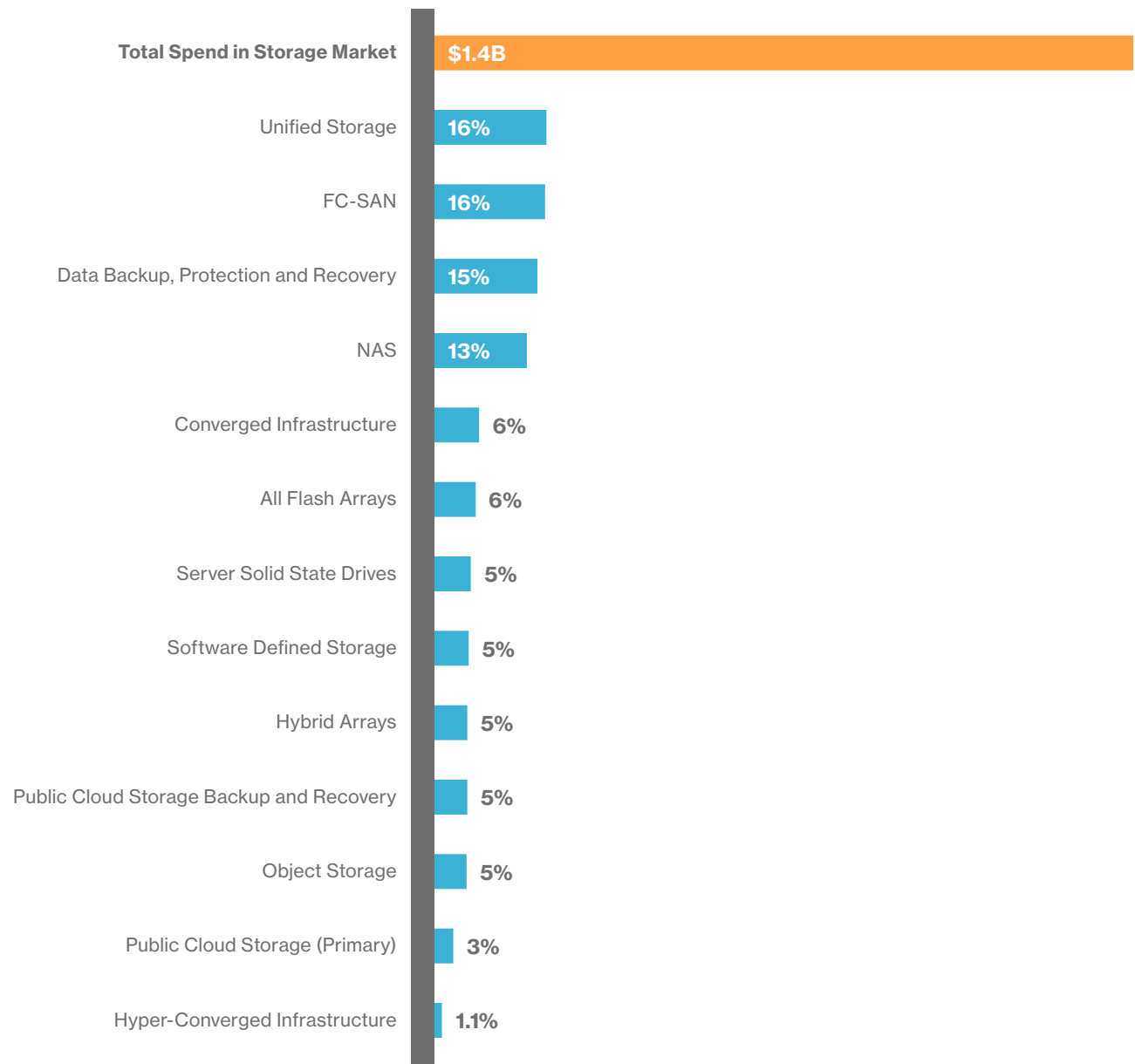
**See data on next two pages**

## Storage technology frequency of purchase



Source: Storage Market Landscape Study 2H 2015

## Total spend on Storage market breakdown



Source: Storage Market Landscape Study 2H 2015

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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.

### **Gain the insight and confidence necessary to make the best decisions:**

- What companies like yours are paying for specific solutions
- 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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