

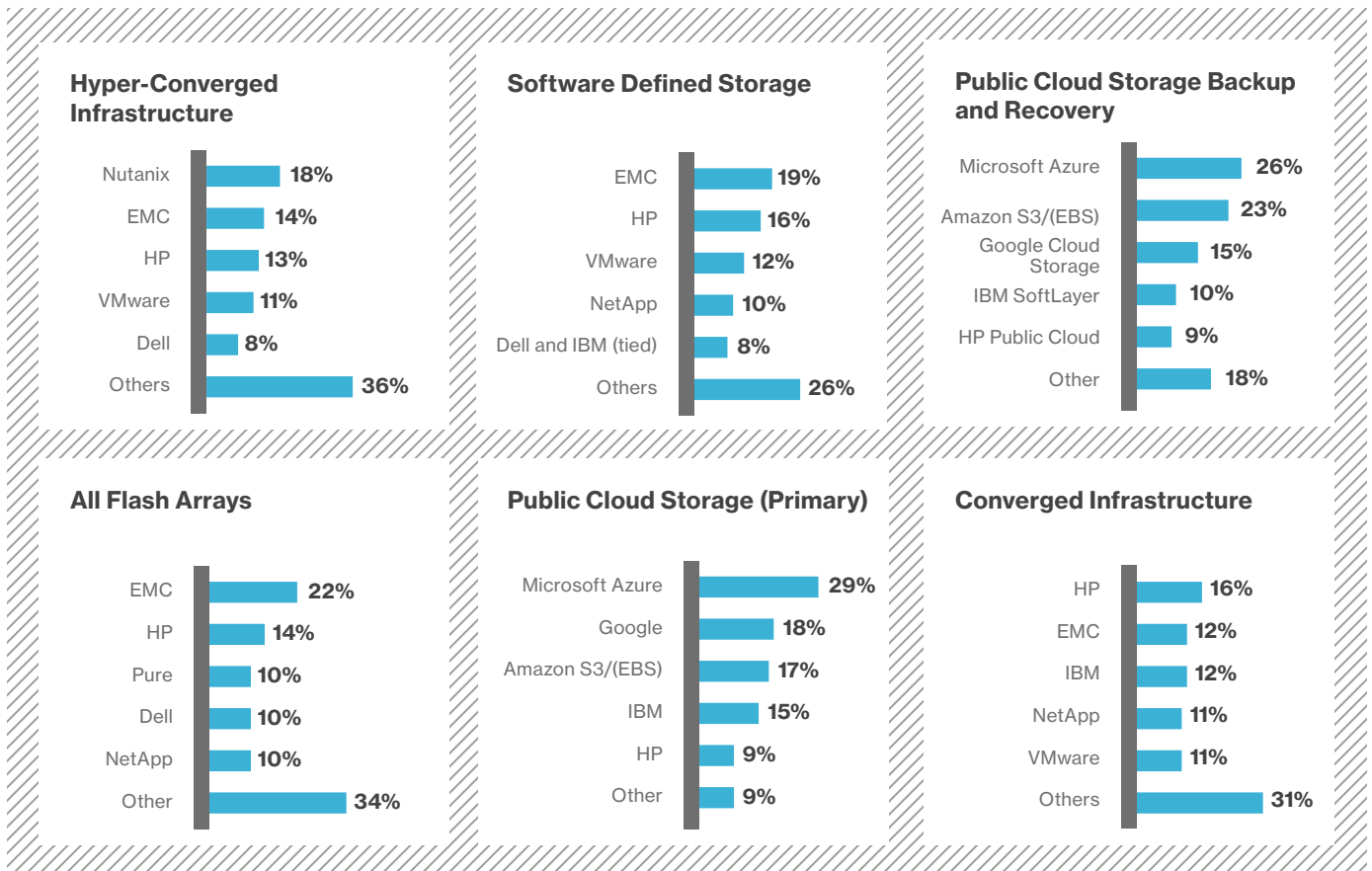
# Storage Research Report

## Key Finding

### Nutanix top vendor in plan for hyper-convergence; EMC most in plan for software-defined storage

TechTarget Research data shows EMC stands among the top two vendors in plan for the two storage technologies with most momentum. The research shows 18% of respondents plan to purchase Nutanix Hyper-Converged Infrastructure, followed by EMC in 14% of respondents' plans. HP (13%) and VMware (11%) are the other vendors in plan by more than 10% of respondents. Sixty-eight percent of respondents said they plan to increase spending on Hyper-Converged Infrastructure. EMC is the vendor of choice for 19% of respondents planning to buy Software Defined Storage. HP finished second at 16%, followed by VMware (12%), NetApp (10%), Dell and IBM (tied at 8%). The survey data shows 56% of companies plan to increase spending on Software Defined Storage.

## Storage Technology Momentum Index™ Lead Vendors in Plan



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.

### **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

Participating is easy. In exchange for a confidential dialog about your recent purchases, technology roadmaps, vendor relationships and forward-looking spending plans we'll give you free access to the aggregated, anonymized intelligence we've gathered from your peers who share the same insight on an ongoing basis.

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