Storage Research Report

Key Finding

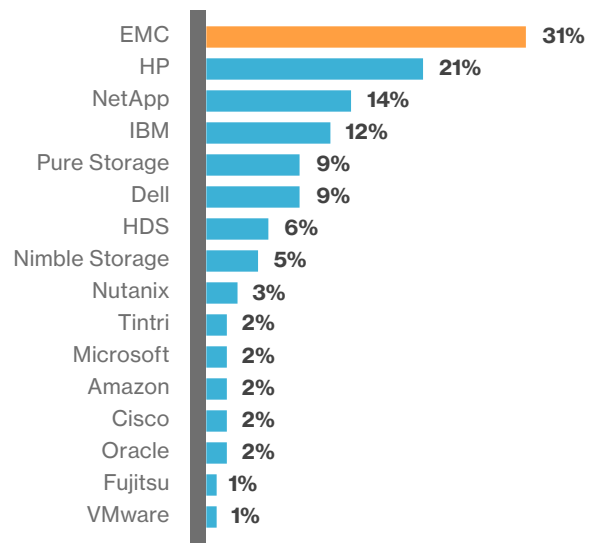## EMC picked as most exciting vendor, most likely acquisition target

Storage professionals rated EMC as the most exciting vendor as well as the most likely acquisition candidate in a fall study conducted by TechTarget Research.

Rumors had swirled for months that EMC was an acquisition target, as the storage giant faced pressure from investors in the wake of slumping earnings and a lackluster stock price. Dell pulled the trigger on Oct. 12, announcing its intention to purchase EMC for an estimated $67 billion.
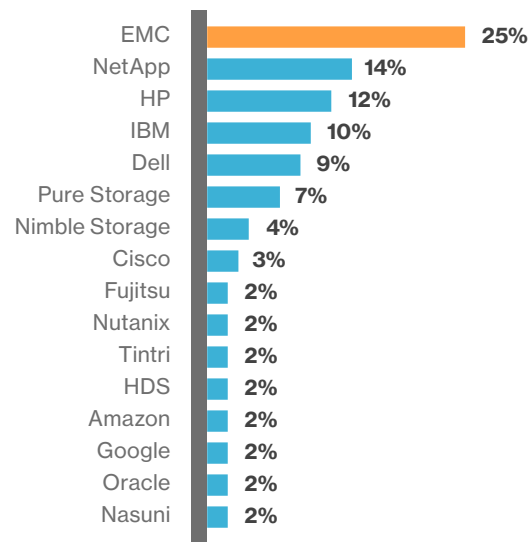
Dell tied for fifth place on the list of exciting vendors, along with all-flash array upstart Pure Storage, in the fall poll of storage professionals who are members of the TechTarget Research Peer Network. Trailing No. 1 EMC, in order, were Hewlett Packard (whose storage division is now part of HP Enterprise, following the company's split), NetApp and IBM.

The same vendors topped the list of storage acquisition candidates, although in a different order. A pool of 237 storage professionals ranked, in order, EMC, NetApp, HP, IBM, Dell and Pure Storage as the companies most likely to get bought.

Exciting vendor

Vendor	%
EMC	31%
HP	21%
NetApp	14%
IBM	12%
Pure Storage	9%
Dell	9%
HDS	6%
Nimble Storage	5%
Nutanix	3%
Tintri	2%
Microsoft	2%
Amazon	2%
Cisco	2%
Oracle	2%
Fujitsu	1%
VMware	1%

Acquisition candidates

Vendor	%
EMC	25%
NetApp	14%
HP	12%
IBM	10%
Dell	9%
Pure Storage	7%
Nimble Storage	4%
Cisco	3%
Fujitsu	2%
Nutanix	2%
Tintri	2%
HDS	2%
Amazon	2%
Google	2%
Oracle	2%
Nasuni	2%

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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