

Storage Research Report

Key Finding

FC-SAN transaction and deal share

EMC won the most FC-SAN deals tracked by TechTarget Research in the third quarter of 2015, winning 32 of 93 deals, followed by HP with 25, IBM with 18, HDS with 10, NetApp with six and Dell with two. EMC grabbed 57% of the total deal share (revenue), ahead of NetApp with 30%. EMC was shortlisted the most (53 times) and its 60% shortlist conversion rate was also the highest. HP made 44 shortlists and converted 57% of those.

NetApp and Dell had the most trouble closing deals. NetApp converted only 27% of its 22 shortlist opportunities and Dell converted 33% of its six shortlist chances.

TechTarget FC-SAN Transaction Index™

A quarterly metric measuring a technology vendor's ability to compete for (shortlisted) and win a deal.

Vendor	Wins	Shortlisted	Shortlist conversion	Overall transaction share
EMC	32	53	60%	34%
HP	25	44	57%	27%
IBM	18	33	55%	19%
HDS	10	20	50%	11%
NetApp	6	22	27%	7%
Dell	2	6	33%	2%

n=93

Source: Storage Post Purchase Data: FC-SAN Market Q3 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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