

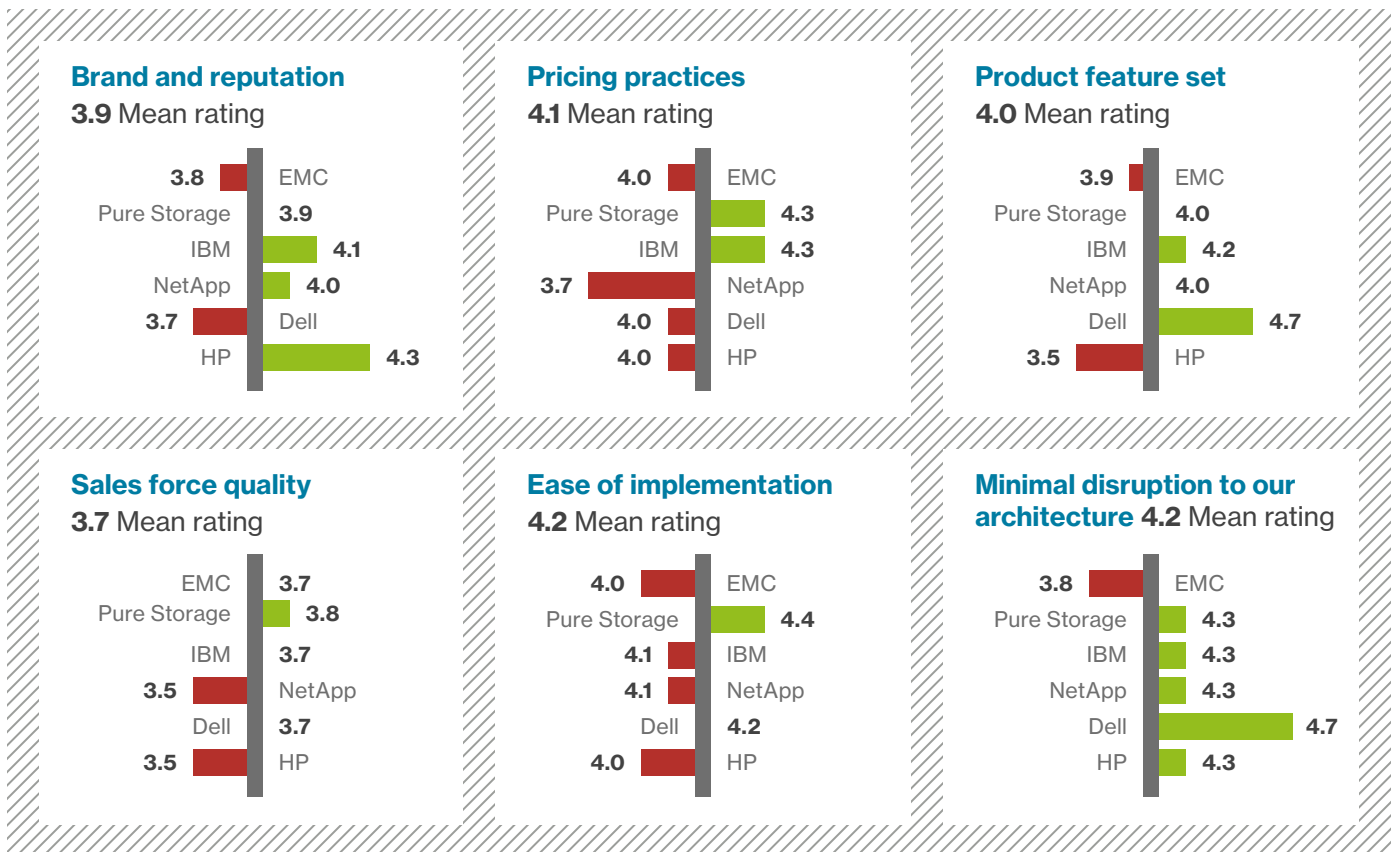
# Storage Research Report

## Key Finding

### Pure, Dell win high grades in All Flash Arrays vendor transaction ratings

Although EMC is the All Flash Arrays market share leader with its XtremIO array, it came up short in TechTarget Research's vendor transaction ratings. EMC did not finish in the top in any of the the six categories that storage professionals used to rank all-flash vendors, and finished no better than a tie for second in any category. Pure Storage finished first in ease of implementation and sales force quality, and tied with IBM for first in pricing practices. Dell finished first in product feature set and minimal disruption, and HP led in brand and reputation. Meanwhile, EMC received the worst score for minimal disruption and tied with HP for last in ease of implementation. EMC's best showing was in sales force quality, finishing tied for second with IBM.

### All Flash Arrays Vendor transaction ratings: Motivators and Inhibitors



Source: Storage Post Purchase Data: All Flash Arrays Market Q3 2015  
 EMC n=21, Pure Storage n=23, IBM n=12, NetApp n=10, Dell n=6, HP n=4

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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

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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