

# Storage Research Report

## Key Finding

## HPE leads the way on hybrid storage array deals

Hewlett Packard Enterprise (HPE) won the most hybrid array deals in the fourth quarter of 2015 according to TechTarget Research Post-Purchase data that tracks the shortlist, winning vendor, price paid, concessions, motivators and inhibitors for storage purchases. The data comes from interviews with large enterprises, MSE and SMBs. HPE showed up on the most hybrid (disk and flash) shortlists, 32, and its 24 wins resulted in a shortlist conversion rate of 75%. It also led with a 39% overall transaction share. Nimble Storage had the highest conversion rate at 83%, winning 15 of 18 deals when it was shortlisted. Nimble was second in transaction share at 24%. Nimble, EMC and Dell each made 16% of the shortlists, behind HPE's appearance on 28% of 62 shortlists. HPE's 74% share of total spend on hybrid arrays made it the market share leader by far, followed by Nimble at 14% and EMC at 8%. No other vendor took more than 1% of total spend. HPE also did the best job of protecting its installed base, losing 5 deals when it was the incumbent for a 23% displacement rate. NetApp had the highest displacement rate, failing to protect 71% of its installations up for renewal.

### TechTarget Hybrid Arrays Transaction Index™

Vendor	Wins	Shortlisted	Shortlist conversion	Shortlist share	Overall transaction share
HPE	24	32	75%	28%	39%
Nimble	15	18	83%	16%	24%
EMC	6	18	33%	16%	10%
Dell	5	19	26%	16%	8%
NetApp	3	12	25%	10%	5%
NexGen	2	4	50%	3%	3%
Other	7	13	54%	11%	11%

n=62

### TechTarget Hybrid Arrays Displacement Index™

Vendor	Within Total Installed Base		
	Losses	Total Installed	Displacement Rate
NetApp	5	7	71%
EMC	6	9	67%
Nexan	2	3	67%
NexGen	2	3	67%
Dell	4	6	57%
Oracle	1	2	50%
Nimble	4	13	31%
HPE	5	22	23%

n=37

### TechTarget Hybrid Arrays Deal Share Index™

Vendor	Deal Share Index (distribution of total spend)	Transaction Index for Deal Share (distribution of deals)
HPE	74%	42%
Nimble	14%	24%
EMC	8%	11%
Dell	1%	3%
NetApp	1%	5%
NexGen	1%	5%
Dell	1%	8%
Other	<1%	3%

## 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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