



NUMBERS TELL STORIES

Software Defined Storage
Research Findings
Market Challenges



Research overview

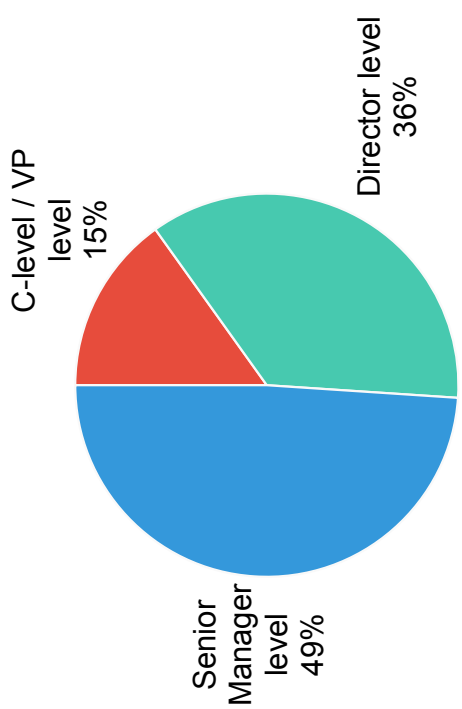


1202 senior IT decision makers across 11 countries completed an online survey in July / August 2016
Screened to ensure they have some level of knowledge and understanding of SDS / other IT terms

Countries

	Number of interviews
US	200
Canada	100
UK	101
Germany	101
France	100
Italy	100
Nordics	100
China	100
Japan	100
Australia	100
India	100

Seniority level

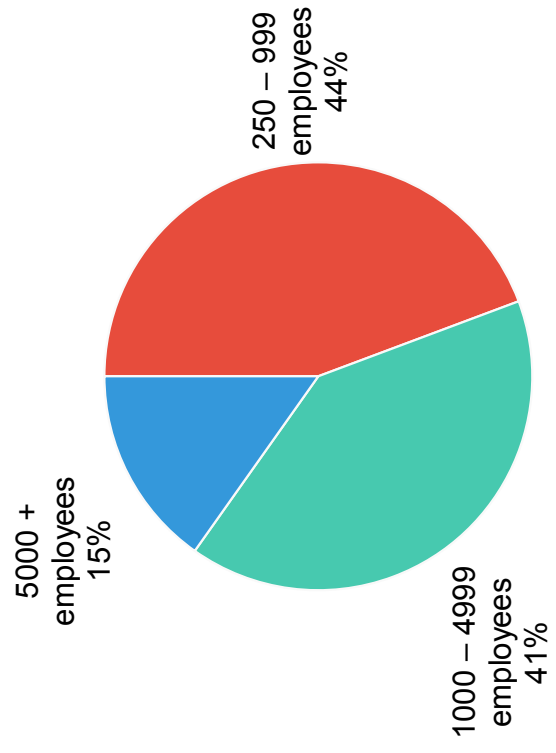


Sample breakdown

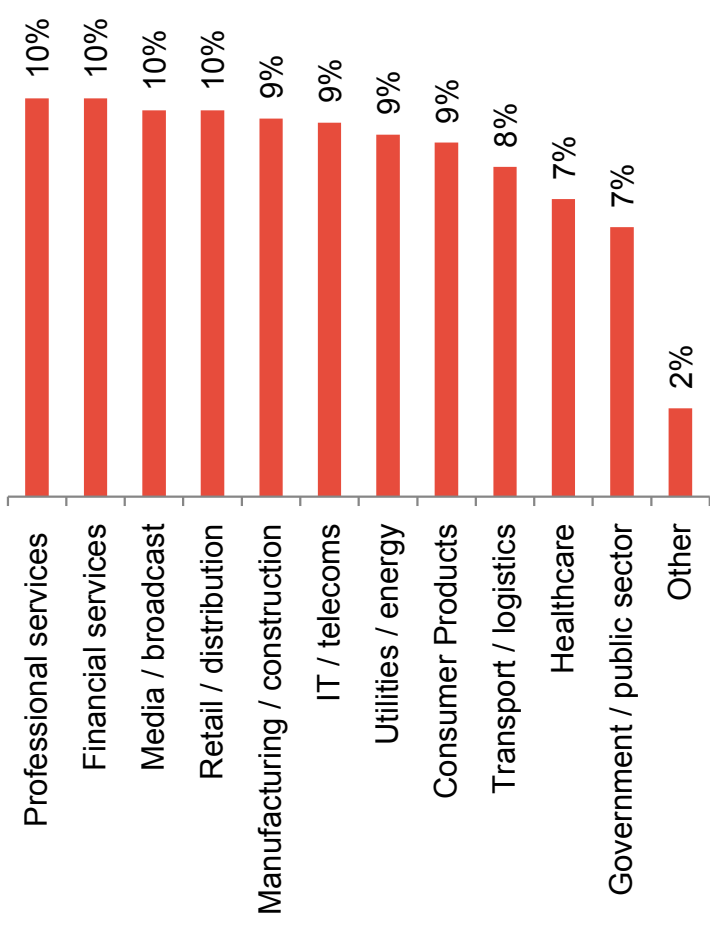


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Company size



Industry



Base size: Total (1202)

S3. How many employees work for your organization in total?

S4. In which of the following industry sectors does your organization primarily operate?

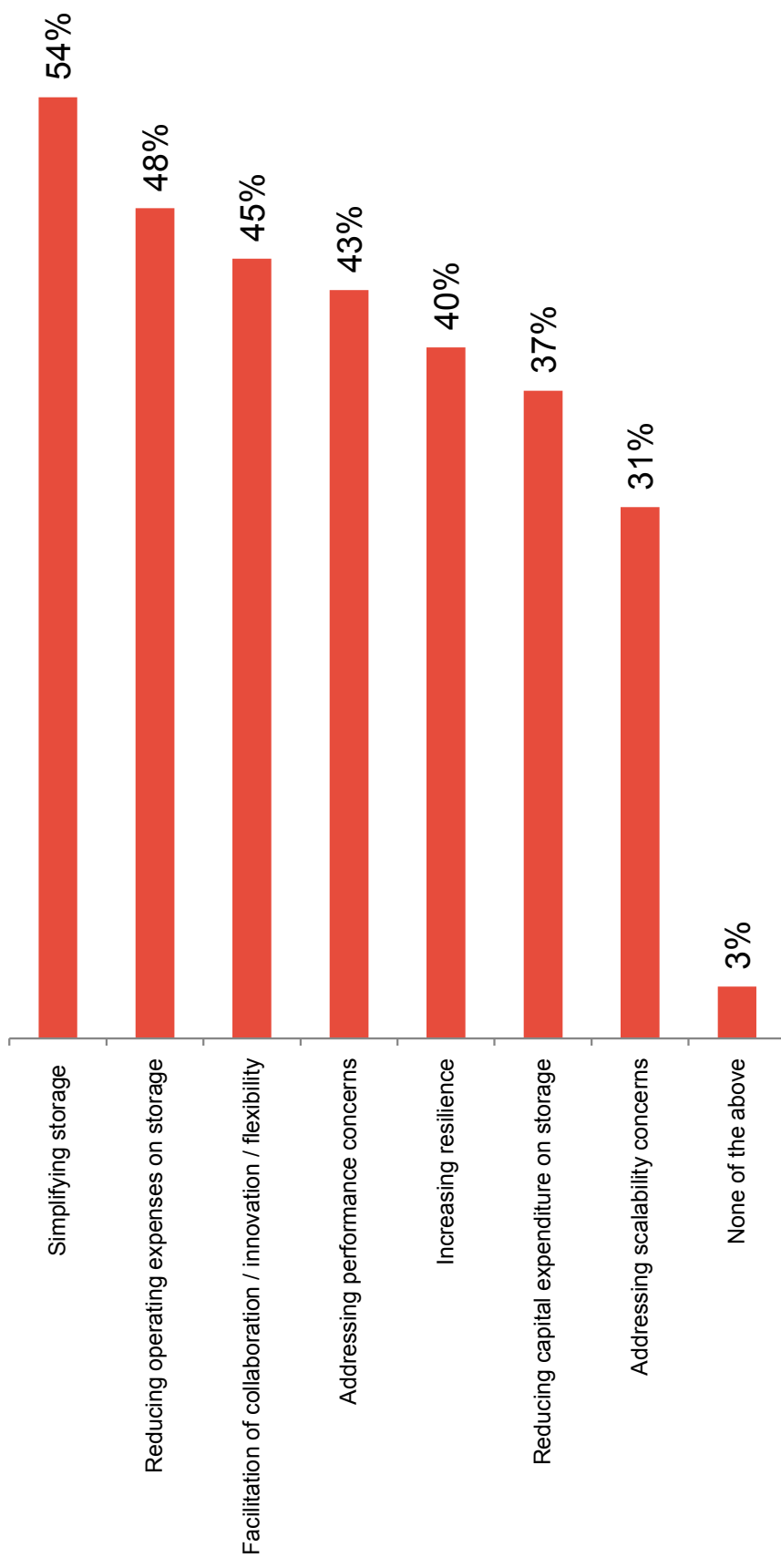
Key stats



Data management / storage priorities



Simplifying storage is the key data management / storage priority over the next 12 months, followed by reducing operating expenses on storage, the facilitation of collaboration / flexibility and addressing performance concerns

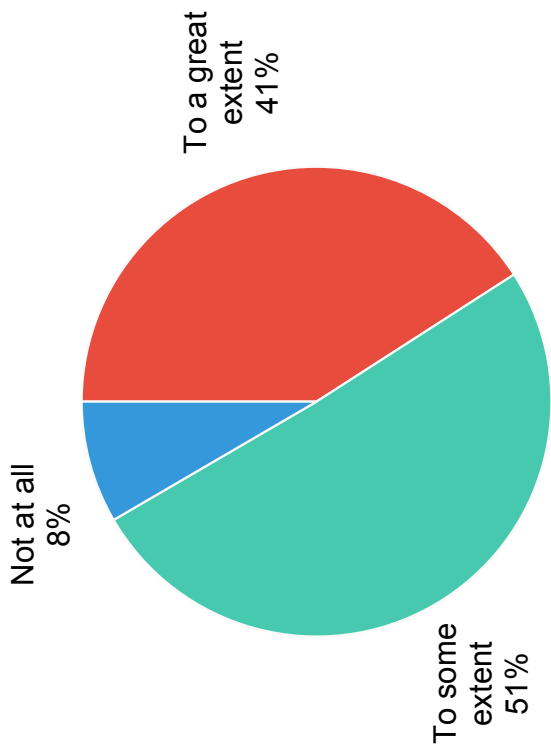


Worries about data growth, storage costs and digital transformation

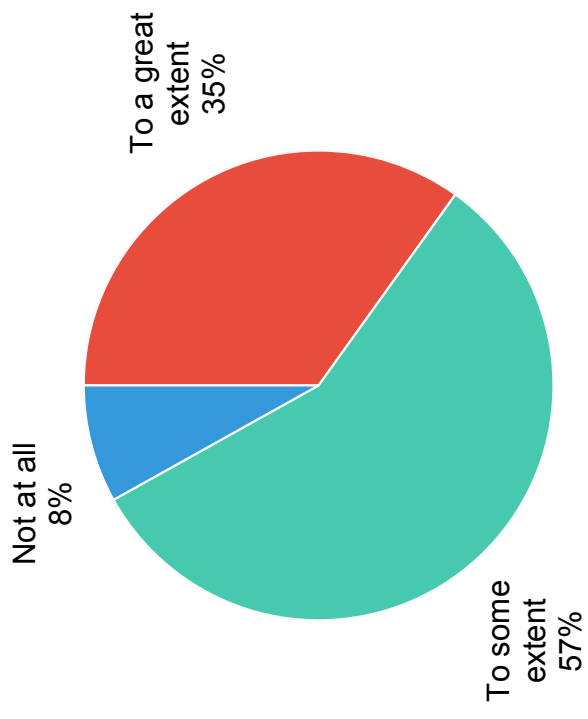


9 in 10 organisations say they are worried about how to manage growing storage costs as capacity requirements increase – a similar proportion say they are worried about the impact on digital transformation

Worried about managing growing storage costs as capacity requirements increase



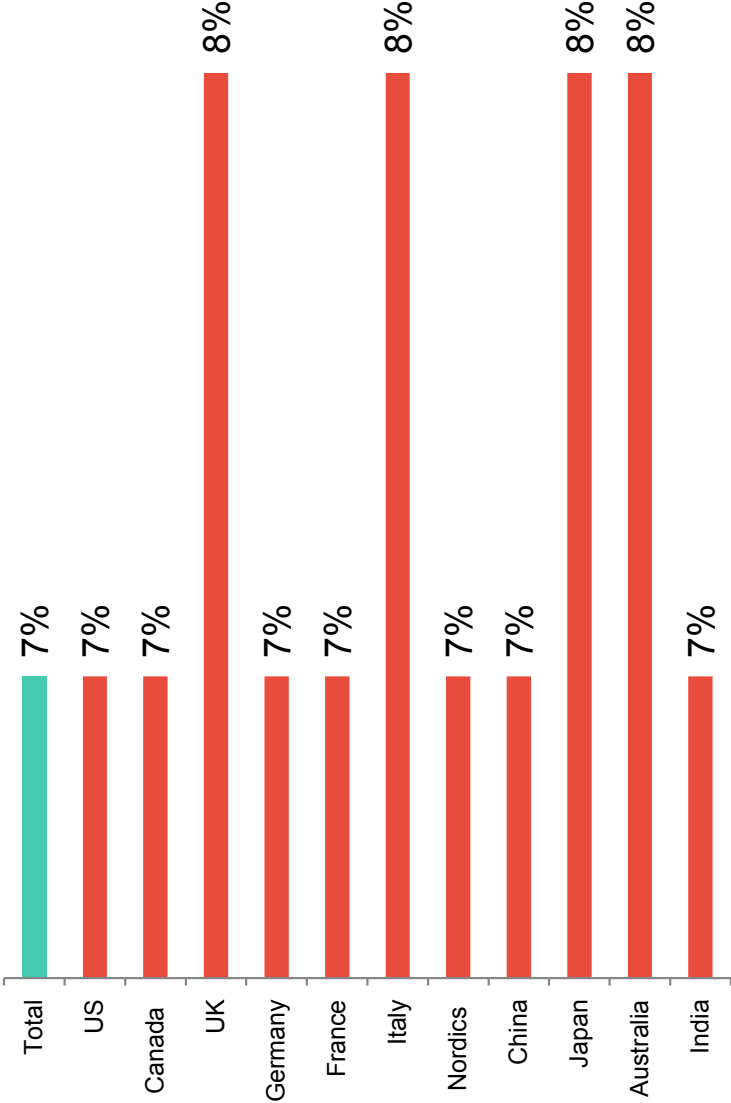
Worried about data growth and its implications for storage slowing down digital transformation initiatives



IT budget allocated to data storage



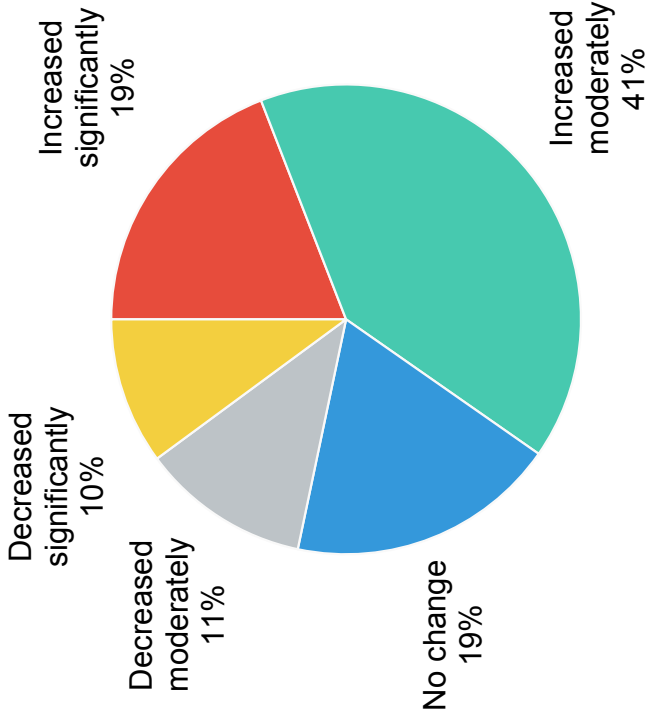
Overall, an average 7% of IT budgets are allocated to data storage – which is quite consistent across all countries



Scrutiny on data storage spend



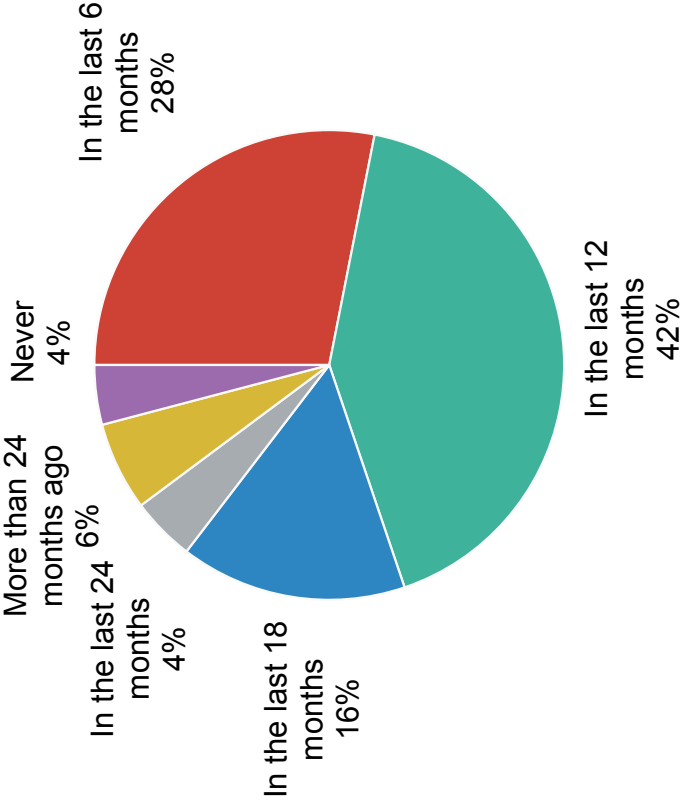
60% say scrutiny on data storage spend has increased in the last two years



Review of data storage approach and strategy



7 in 10 organisations say they last reviewed their approach & strategy to data storage in the last 12 months



Current and future data storage systems



Only 1 in 10 organisations currently have SDS in place. 1 in 7 see their use increasing in the next 2 years



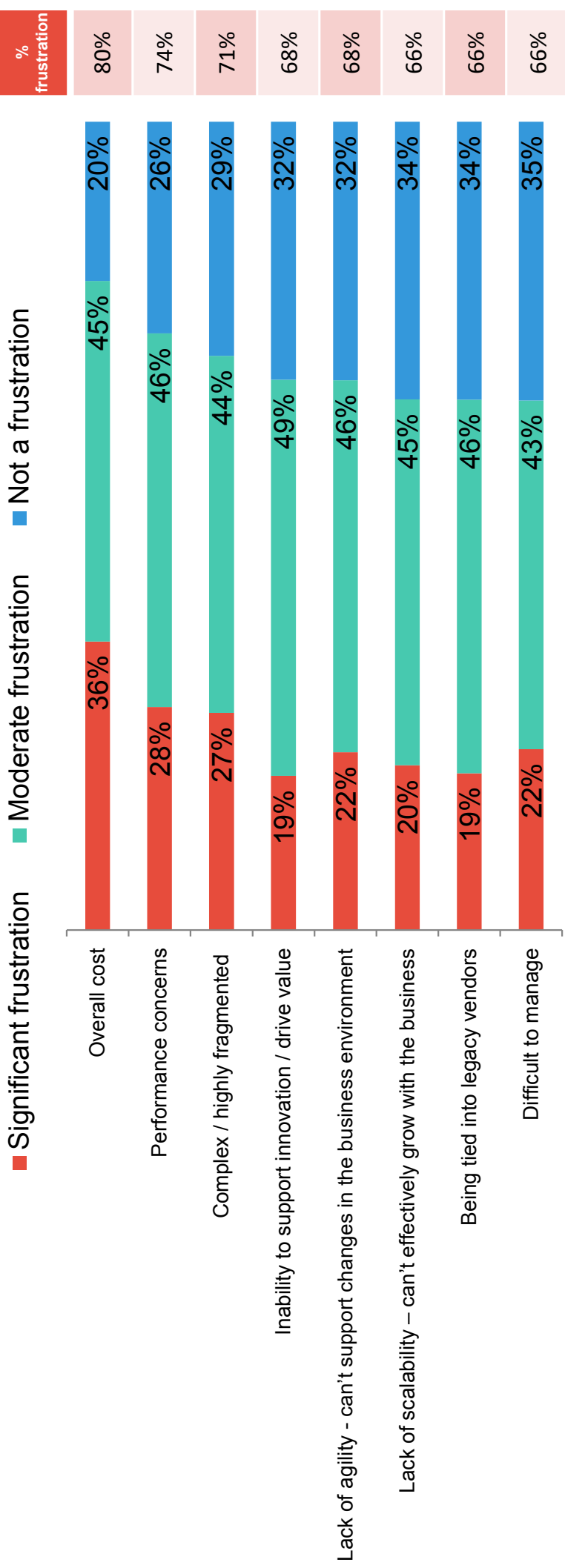
Base size: Total (1202)

Q9. What types of storage systems do you currently have in place in your organisation?
Q10. How do you see your use of these storage systems changing over the next two years?

Storage solution frustrations



Overall cost, performance concerns, complexity and inability to support innovation are the top four frustrations with current storage systems



Base size: Total (1202)

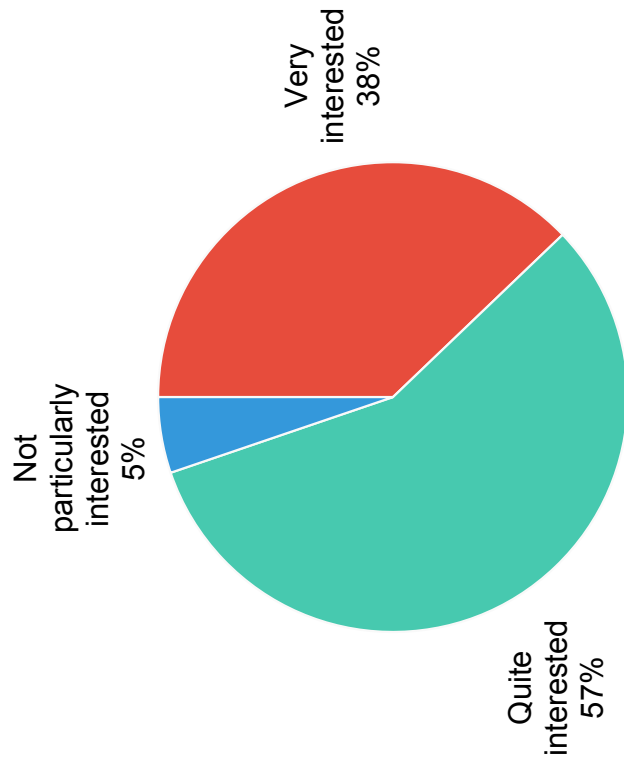
Q11. Thinking about the range of storage solutions you have across your business, to what extent are the following frustrations for your organisation with your existing set up?

Interest in Software Defined Storage



Over 9 in 10 organisations express an interest in Software Defined Storage – over a third said they are ‘very interested’ and about 3 in 5 said ‘quite interested’ in SDS

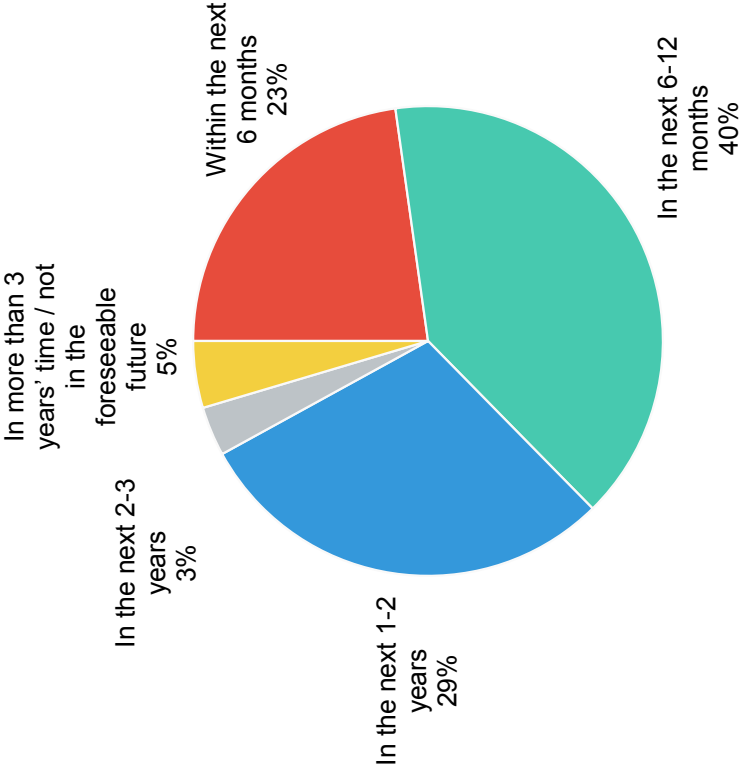
There is consistently high level of interest across countries, company size and sectors



Timeframe in adopting SDS approach



Nearly two thirds say their organisation will realistically begin to adopt a Software Defined Storage approach within the next 12 months



Scalability appeal via SDS approach



Scalability, in its many forms, is appealing to the market as an outcome from an SDS approach



Base size: Total (1202)

Q15. How appealing do you see each of the following aspects of scalability that can be delivered via a Software Defined Storage approach?