



NUMBER 5 TELL STORIES

Software Defined Storage
Research Findings
Market Challenges

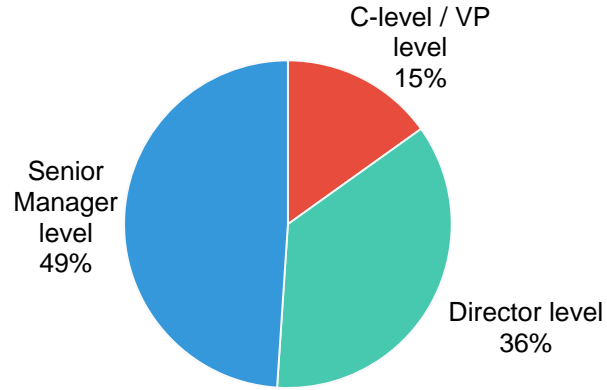


1202 senior IT decision makers across 11 countries completed an online survey in July / August 2016
Screened to ensure they have some level of knowledge and understanding of SDS / other IT terms

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

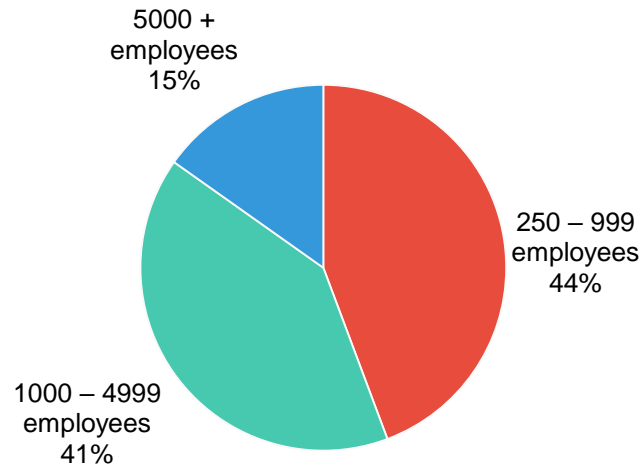
Seniority level



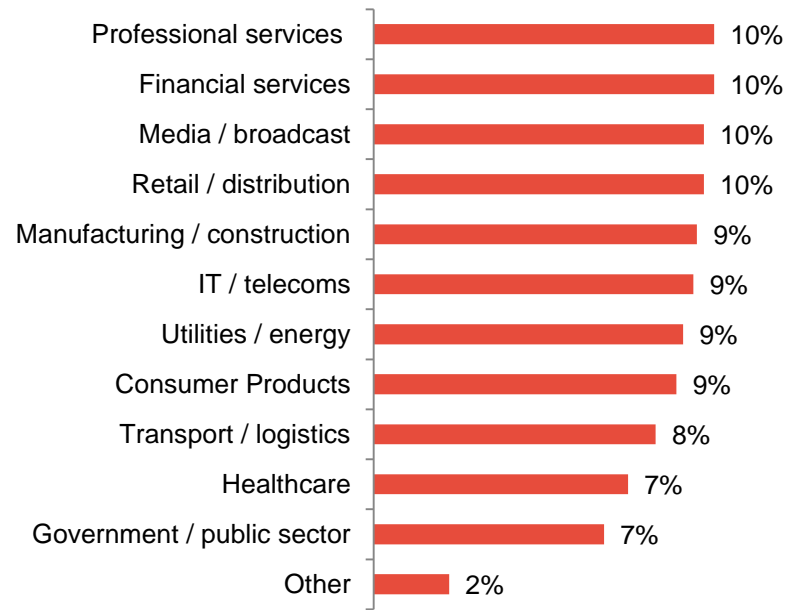
Sample breakdown

1202 senior IT decision makers across 11 countries completed an online survey in July / August 2016
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Company size



Industry



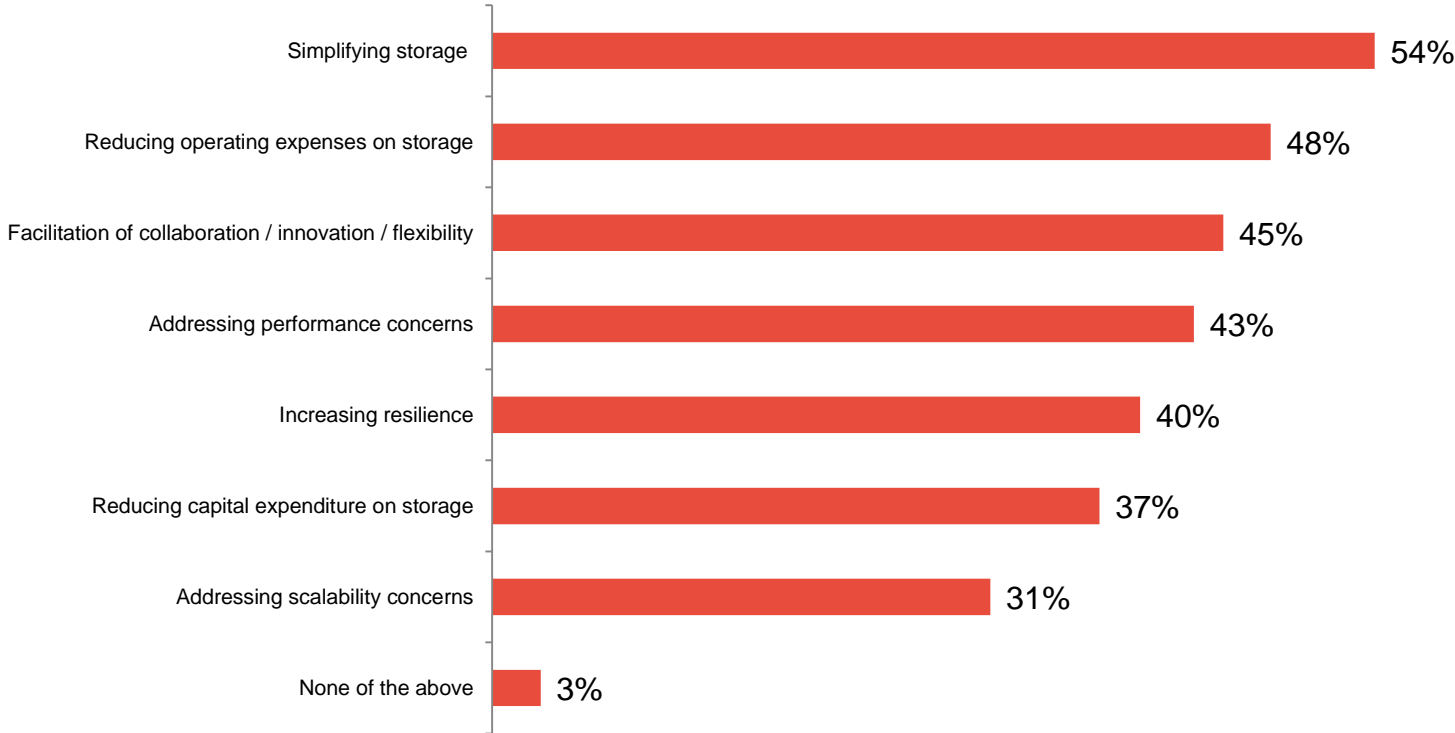
Base size: Total (1202)

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

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

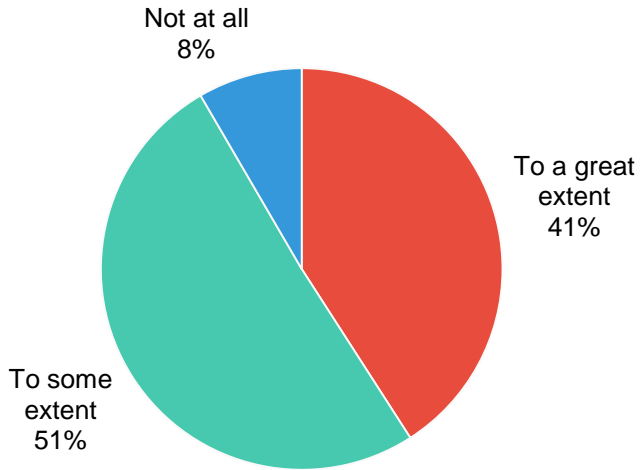
Key stats

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

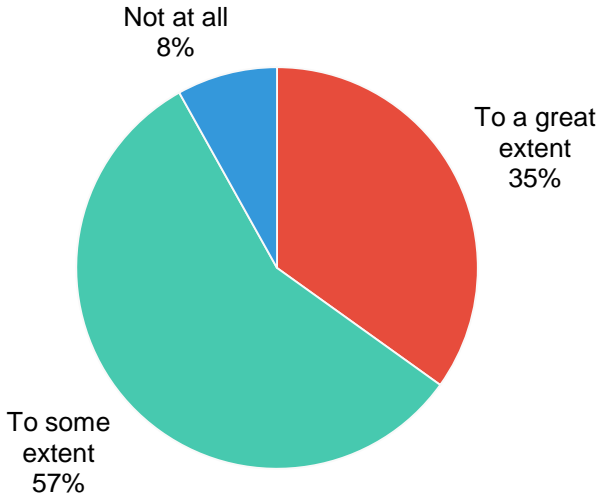


9 in 10 organisations say they are worried about how to manage growing storage costs as capacity requirements increase – a similar proportion say they are worried about the impact on digital transformation

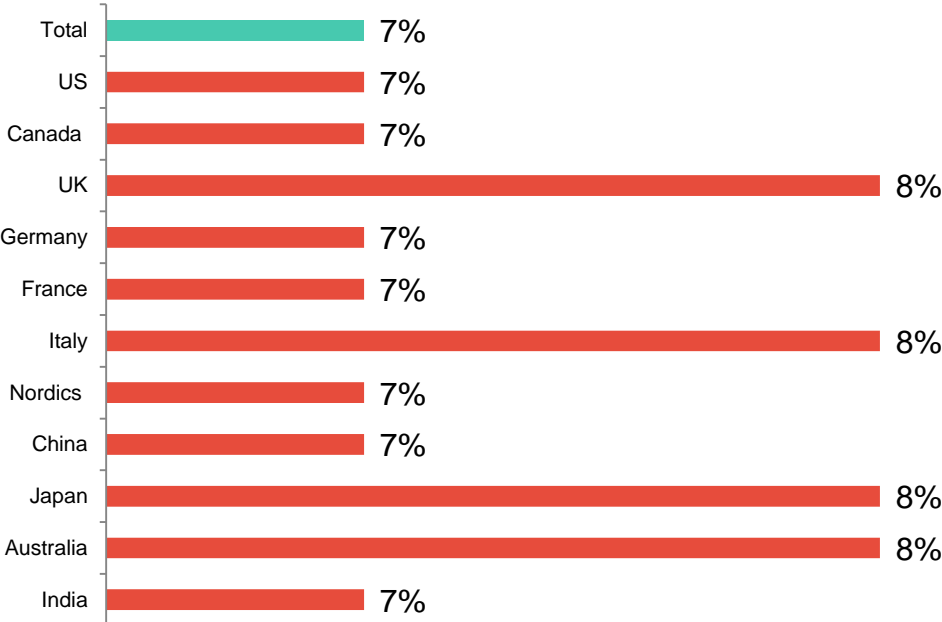
Worried about managing growing storage costs as capacity requirements increase



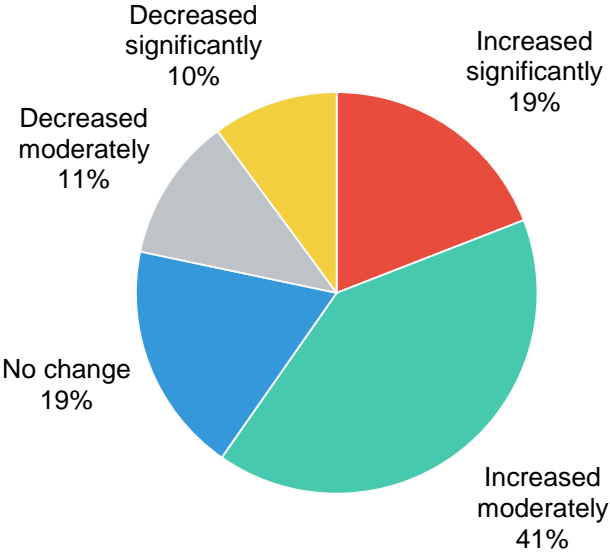
Worried about data growth and its implications for storage slowing down digital transformation initiatives



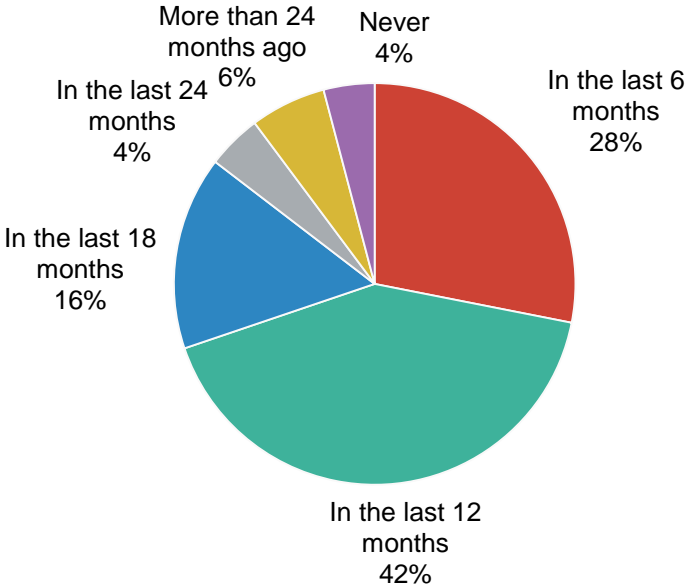
Overall, an average 7% of IT budgets are allocated to data storage – which is quite consistent across all countries



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

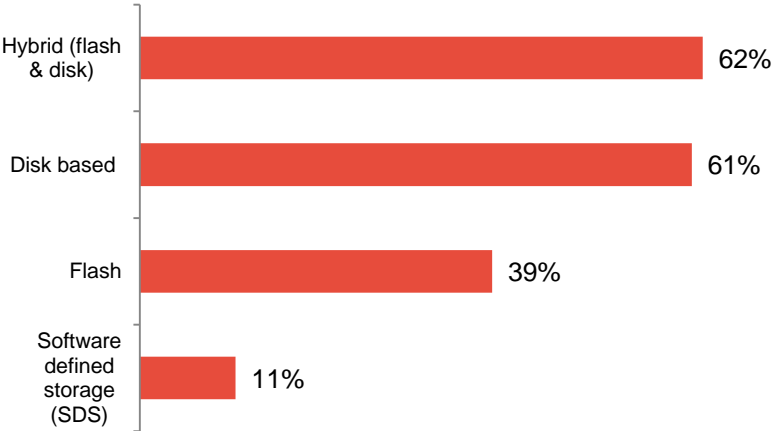


7 in 10 organisations say they last reviewed their approach & strategy to data storage in the last 12 months

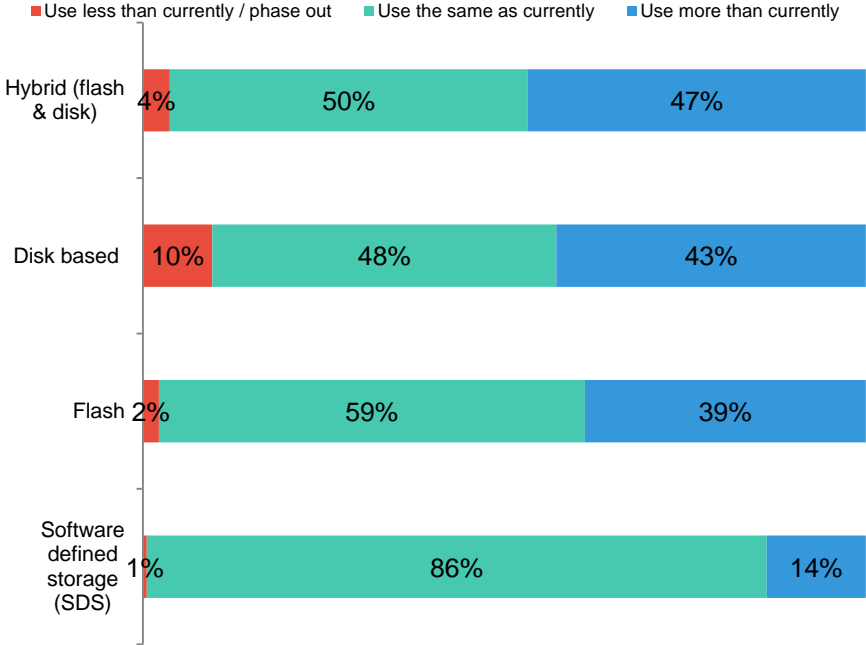


Only 1 in 10 organisations currently have SDS in place. 1 in 7 see their use increasing in the next 2 years

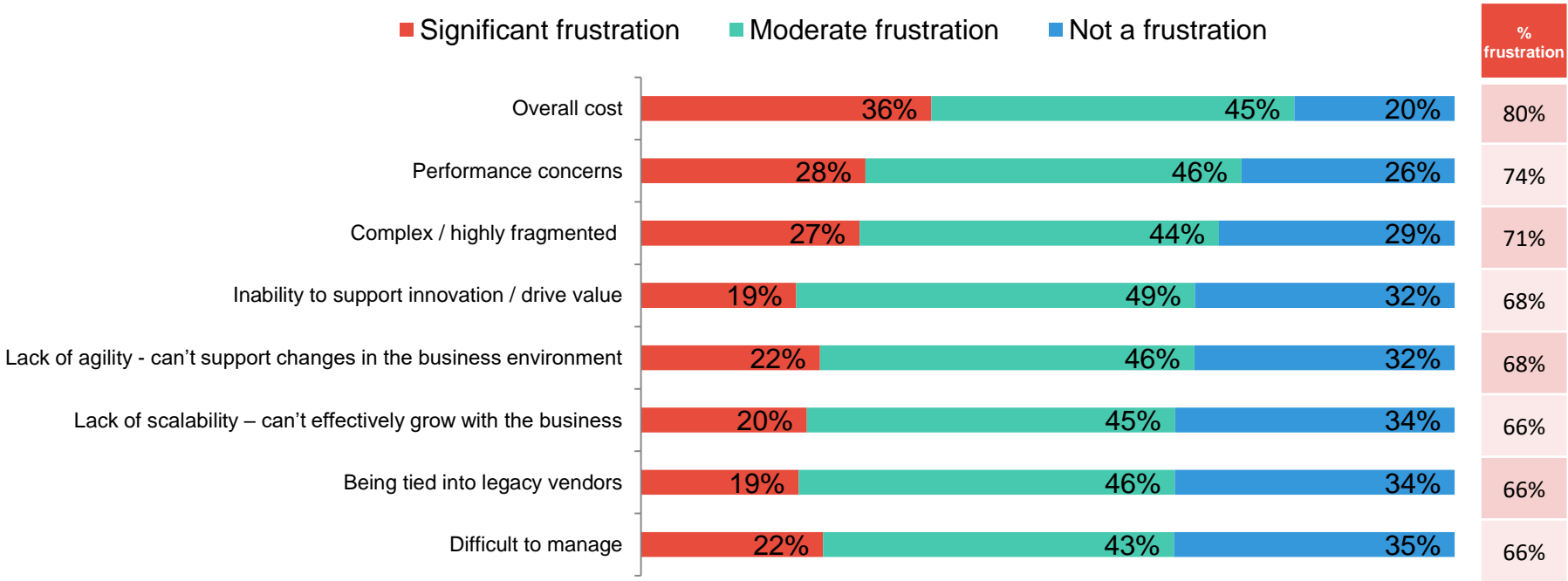
Data storage systems in place



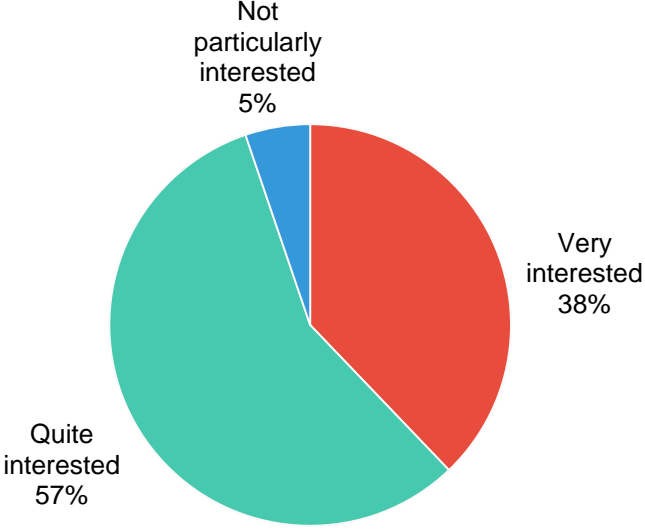
Change in data storage systems



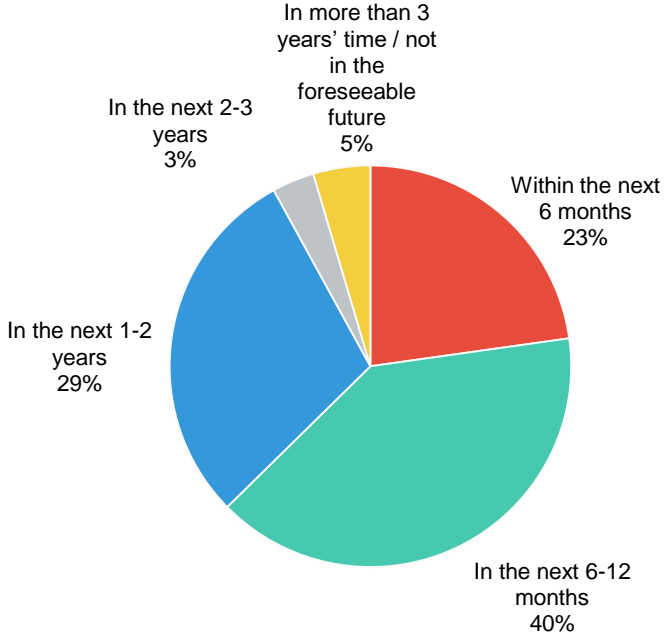
Overall cost, performance concerns, complexity and inability to support innovation are the top four frustrations with current storage systems



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



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



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

