

# 44%

of organizations with either flat or decreasing rates of spending for on-premises storage system hardware **IDENTIFIED THE INCREASED USE OF PUBLIC CLOUD SERVICES AS THE *PRIMARY* FACTOR**



The traditional purpose-built storage system market is under an attack led by a range of public cloud services. The next few years will be hard for traditional storage systems vendors to navigate—not so much because their market is evaporating, but because it is changing. The challenge for traditional vendors will be continuing to invest in their current business to protect their sizeable and ongoing revenues there, while somehow also embracing the new.

**Original survey question:**

*Which of the following factors would you say are responsible for your organization's flat or decreasing on-premises storage system spending?*

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**Survey respondents:**

195 storage decision makers at organizations in North America reporting flat or decreasing spending levels for on-premises storage system hardware.

**Source:**

ESG Brief, [2017 Storage Trends: Challenges and Spending](#), August 2017.