

Research Report

Abstract:

2015 Data Storage Market Trends

*By Mark Peters, Senior Analyst and Bill Lundell, Senior Research Analyst
With Scott Sinclair, Analyst and Jenn Gahm, Senior Project Manager*

October 2015

Introduction

Research Objectives

In order to assess the current state and future direction of the data storage technology market, ESG recently surveyed 373 North American-based IT and data storage professionals representing midmarket (100 to 999 employees) and enterprise-class (1,000 employees or more) organizations. All respondents were personally responsible for evaluating, purchasing, and managing data storage technology for their organization and were familiar with their organization's data storage environment and/or strategy—including topics such as storage technology types in use, current storage challenges, and forward-looking data storage plans.

The survey was designed to answer the following questions:

- How large is a typical storage environment in terms of disk-based storage system capacity? How has this changed over the last three years?
- At what rate are organizations adding storage capacity on an annual basis?
- What applications are most responsible for data storage capacity growth?
- What types of disk-based storage systems do organizations use? How does this vary according to size and complexity of IT and storage environments?
- What challenges do organizations face in terms of their data storage environments? Is it getting easier to manage data storage?
- What IT initiatives will have the greatest impact on storage spending over the next 12-18 months?
- What are viewed as “must have” storage features and functions? What criteria do organizations use when evaluating storage vendors/solutions?
- How pervasive is the adoption of solid-state storage technology? How big do current users and potential adopters believe the solid-state opportunity is within their organizations?
- What drove initial deployments of solid-state storage? How does this vary—if at all—among potential adopters?
- What solid-state storage implementation types have current users deployed? What do potential adopters expect to use?
- What benefits have current users of solid-state storage derived from the technology? Conversely, what challenges have they experienced?
- What is the general level of familiarity with software-defined storage? What kind of plans do organizations have for this technology?
- What kind of opportunity exists for object storage and what impact do organizations anticipate it having on their current storage footprint, specifically NAS?
- How do organizations expect cloud-based application services (i.e., SaaS) to affect their on-premises storage infrastructure and processes?
- What impact—if any—has converged/hyper-converged infrastructure technology had on purpose-built, standalone storage system environments?

Survey participants represent a wide range of industries including manufacturing, financial services, communications and media, health care, retail, government, and business services. For more details, please see the *Research Methodology* and *Respondent Demographics* sections of this report.

Research Methodology

To gather data for this report, ESG conducted a comprehensive online survey of IT and storage professionals from private- and public-sector organizations in North America (United States and Canada) from May 21 to May 30, 2015. To qualify for this survey, respondents were required to have day-to-day knowledge of or familiarity with their organization's data storage environment and/or strategy. Additionally, respondents were required to be responsible for evaluating, purchasing, and/or managing data storage technology. All respondents were provided an incentive to complete the survey in the form of cash awards and/or cash equivalents.

After filtering out unqualified respondents, removing duplicate responses, and screening the remaining completed responses (on a number of criteria) for data integrity, ESG was left with a final total sample of 373 IT and storage professionals.

Please see the *Respondent Demographics* section of this report for more information on these respondents.

Note: Totals in figures and tables throughout this report may not add up to 100% due to rounding.

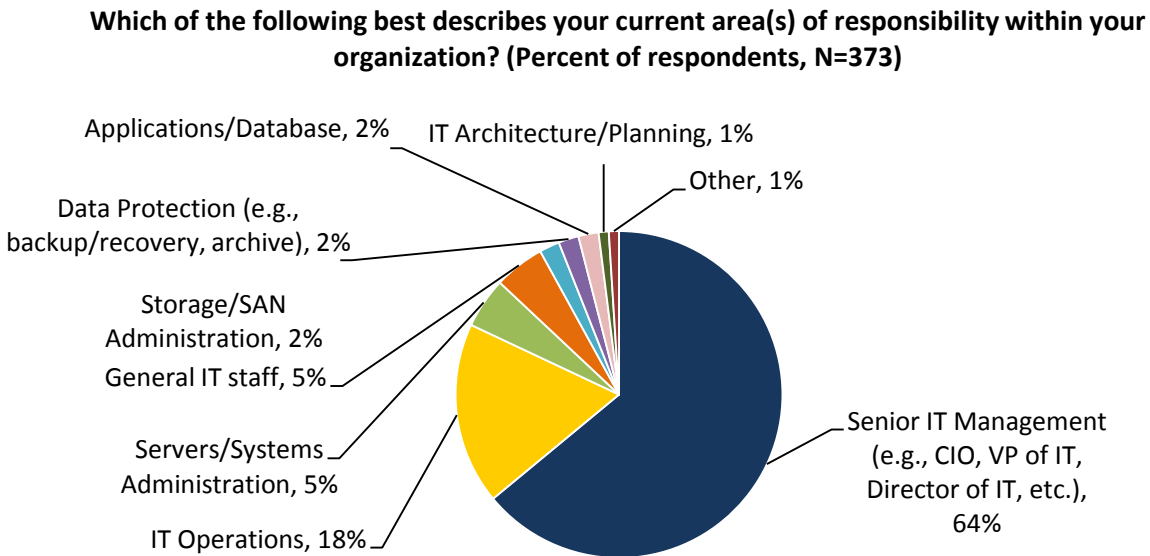
Respondent Demographics

The data presented in this report is based on a survey of 373 qualified respondents. The figures below detail the demographics of the respondent base, including individual respondents' primary area of technology responsibility, as well as respondent organizations' total number of employees, primary industry, annual revenue, amount of disk-based storage capacity, and annual capacity growth rate, among others.

Respondents by Primary Area of Technology Responsibility

Respondents' primary area of technology responsibility is shown in Figure 1.

Figure 1. Survey Respondents, by Primary Area of Technology Responsibility



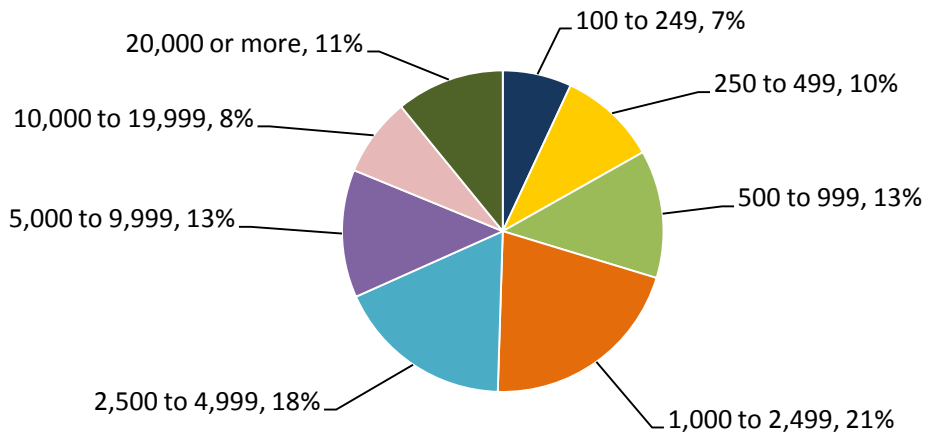
Source: Enterprise Strategy Group, 2015.

Respondents by Number of Employees

The number of employees in respondent organizations is shown in Figure 2.

Figure 2. Survey Respondents, by Number of Employees

How many total employees does your organization have worldwide? (Percent of respondents, N=373)



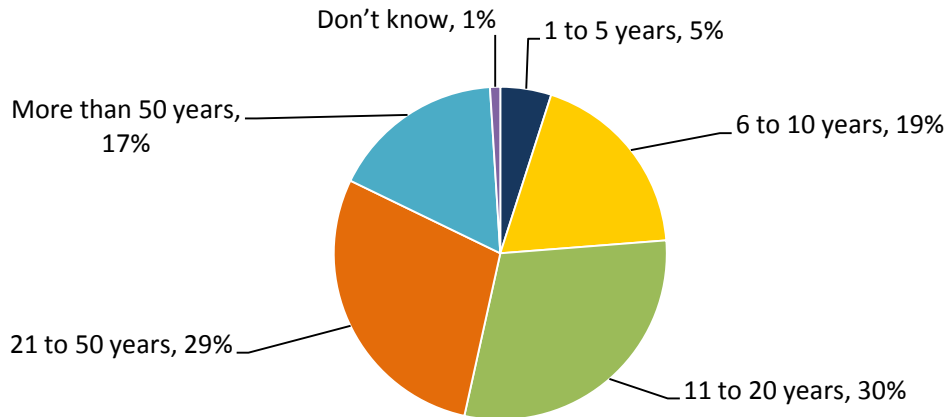
Source: Enterprise Strategy Group, 2015.

Respondents by Age of Organization

The age of respondent organizations is shown in Figure 3.

Figure 3. Survey Respondents, by Age of Organization

For approximately how long has your current employer been in existence? (Percent of respondents, N=373)



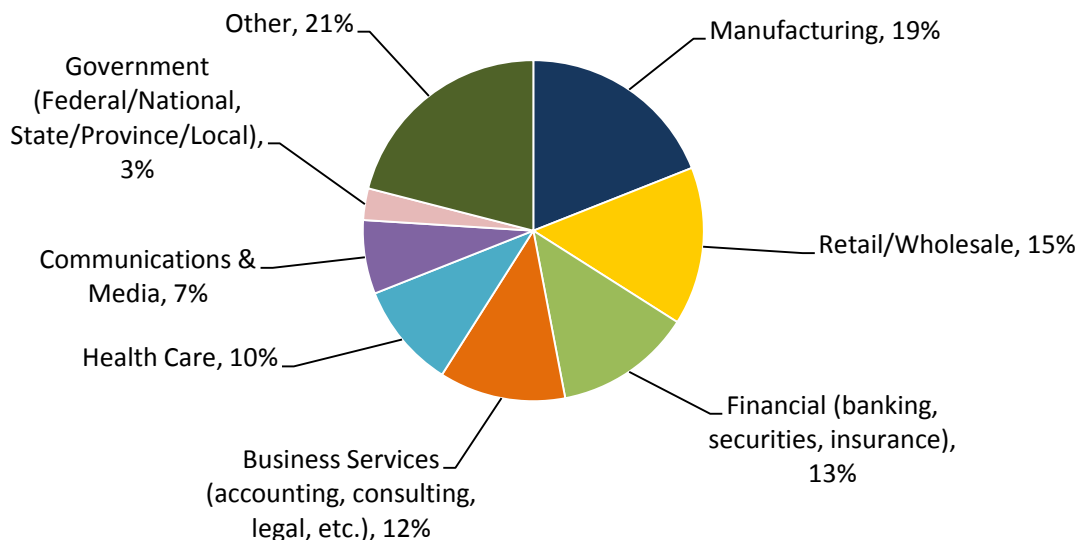
Source: Enterprise Strategy Group, 2015.

Respondents by Industry

Respondents were asked to identify their organization’s primary industry. In total, ESG received completed, qualified respondents from individuals in 20 distinct vertical industries, plus an “Other” category. Respondents were then grouped into the broader categories shown in Figure 4.

Figure 4. Survey Respondents, by Industry

What is your organization’s primary industry? (Percent of respondents, N=373)

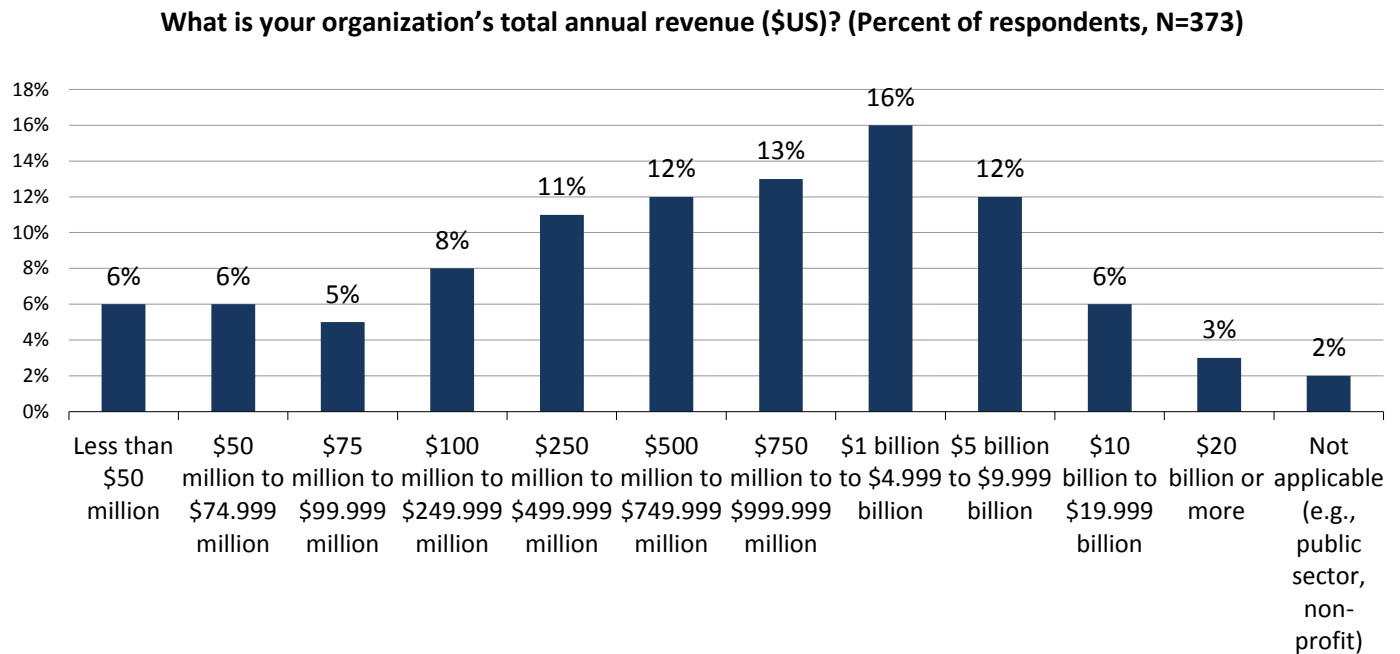


Source: Enterprise Strategy Group, 2015.

Respondents by Annual Revenue

Respondent organizations' annual revenue is shown in Figure 5.

Figure 5. Survey Respondents, by Annual Revenue

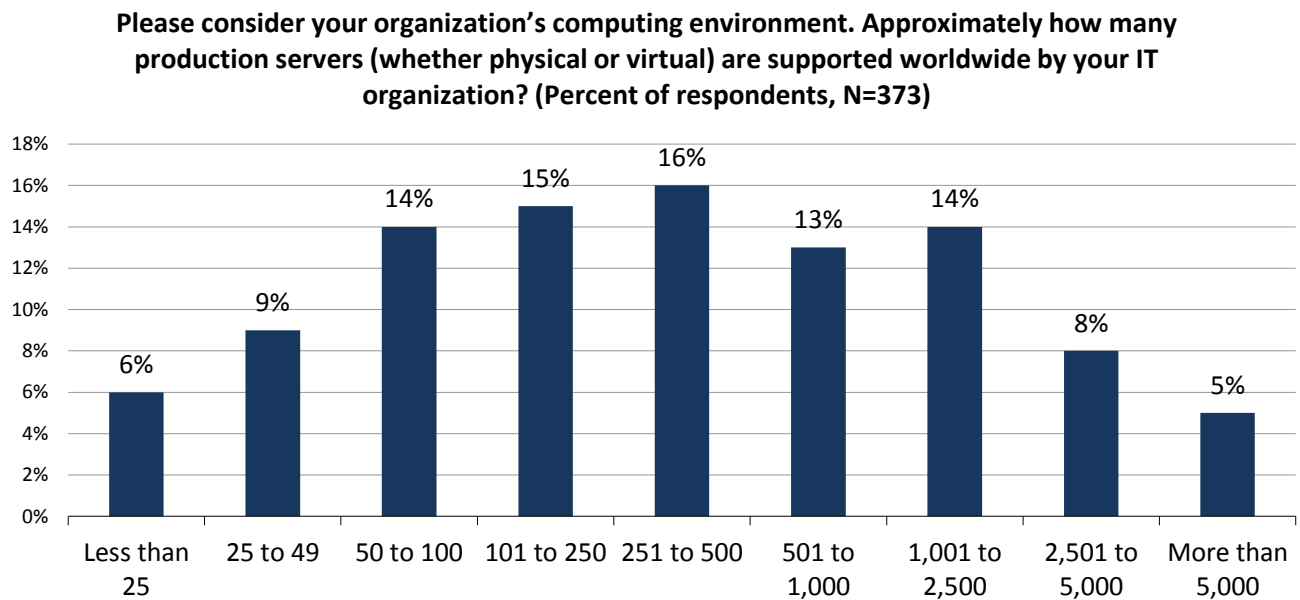


Source: Enterprise Strategy Group, 2015.

Respondents by Number of Production Servers

The number of production servers in respondent organizations is shown in Figure 6.

Figure 6. Survey Respondents, by Number of Production Servers

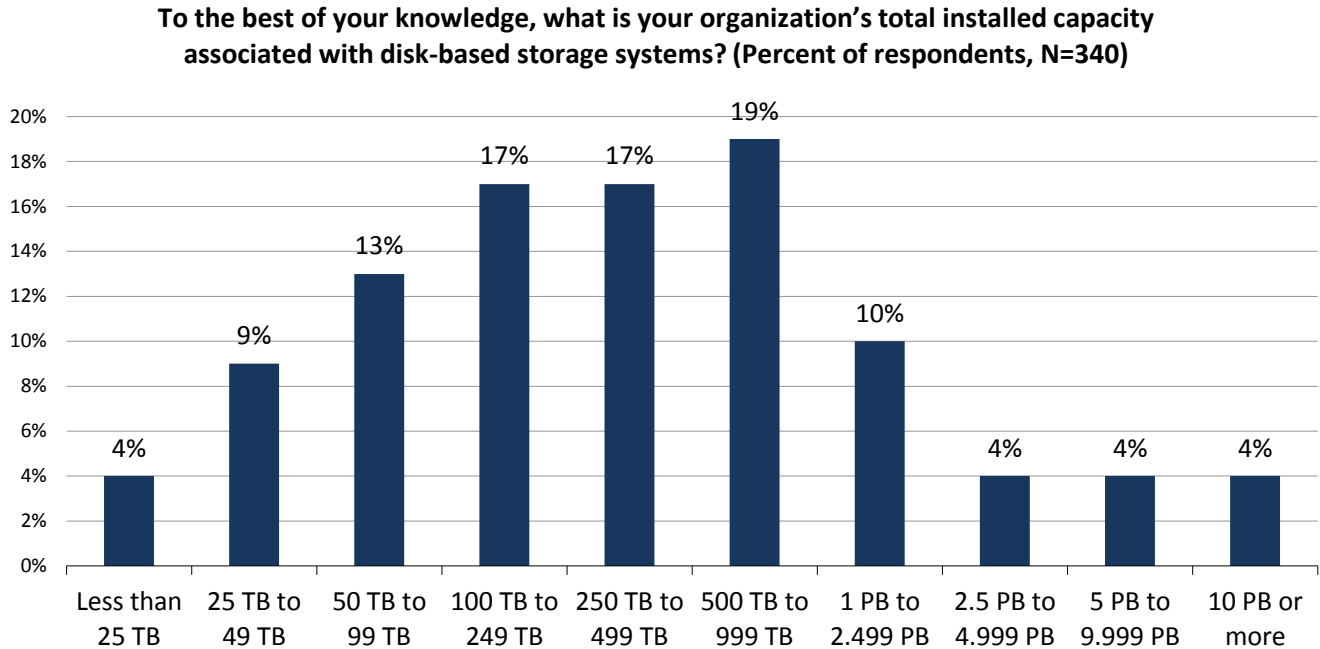


Source: Enterprise Strategy Group, 2015.

Respondents by Total Disk-based Storage System Capacity

The total amount of disk-based storage system capacity is shown in Figure 7.

Figure 7. Survey Respondents, by Total Disk-based Storage System Capacity

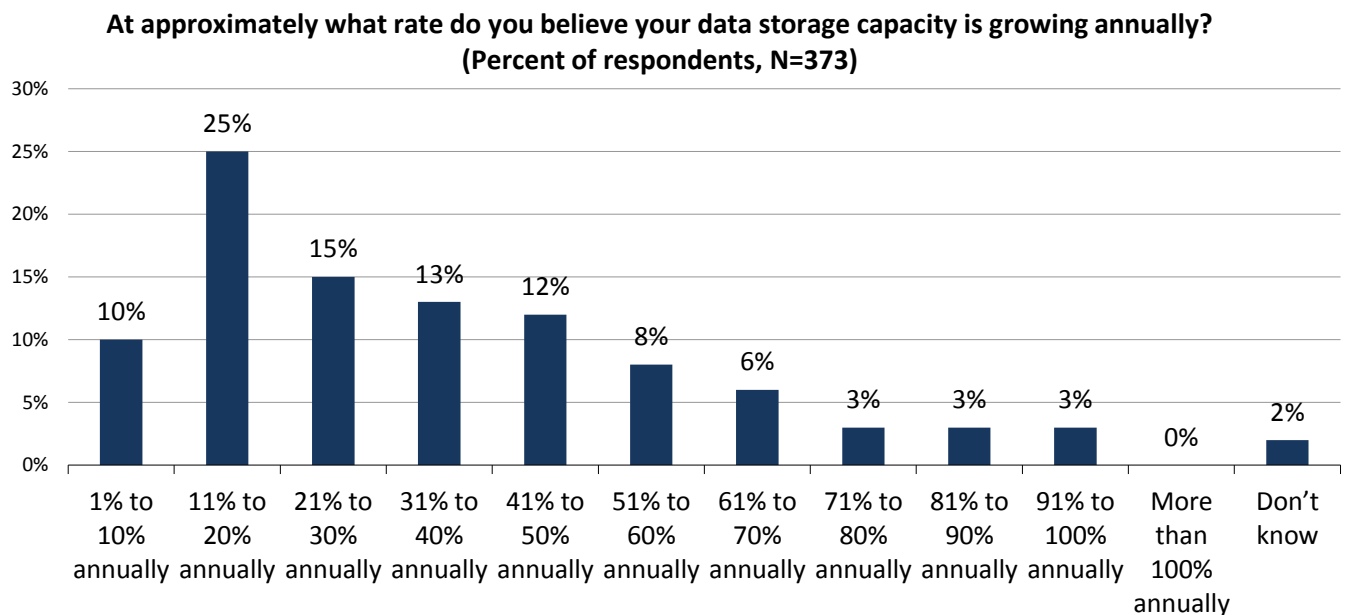


Source: Enterprise Strategy Group, 2015.

Respondents by Annual Data Storage Capacity Growth Rate

The approximate annual data storage capacity growth rate is shown in Figure 8

Figure 8. Survey Respondents, by Approximate Annual Data Storage Capacity Growth Rate



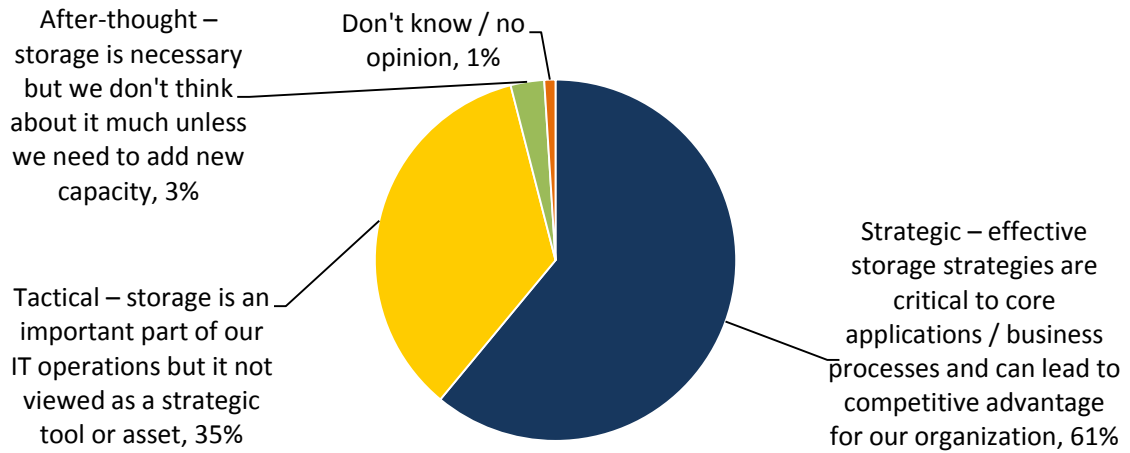
Source: Enterprise Strategy Group, 2015.

Respondents by Role of Data Storage Technology in IT and Business Operations

Figure 9 reveals the role data storage technology plays in respondent organizations' IT and business operations.

Figure 9. Survey Respondents, by Role of Data Storage Technology in Business and IT Operations

Which of the following best describes the role that data storage technology plays in your organization's IT and business operations? (Percent of respondents, N=373)



Source: Enterprise Strategy Group, 2015.



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