Servers for Software-Defined Storage
2017 Brand Leader Survey Report

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Servers for Software-Defined Storage
2017 Brand Leader Survey Methodology

- **Brand Leader Reports are designed to measure the pulse of brand leadership in specific product categories using independent, non-sponsored surveys with at least 200 respondents.**

- **The *Servers for Software-Defined Storage* brand leader survey was conducted in *March, 2017*.**
  - Respondents were solicited from over 1,000,000 members of 100+ online IT groups, and from the IT Brand Pulse IT professional database.
  - Two hundred and eleven IT Pros responded to this survey.
  - Responses were collected using an online survey engine.

- **In each part, respondents were provided with a product category description, randomly-listed vendor choices (plus an "Other" answer choice to add a vendor, if applicable), and were asked six questions:**
  1. Who do you perceive as the Servers for Software-Defined Storage **market** leader?
  2. Who do you perceive as the Servers for Software-Defined Storage **price** leader?
  3. Who do you perceive as the Servers for Software-Defined Storage **performance** leader?
  4. Who do you perceive as the Servers for Software-Defined Storage **reliability** leader?
  5. Who do you perceive as the Servers for Software-Defined Storage **service & support** leader?
  6. Who do you perceive as the Servers for Software-Defined Storage **innovation** leader?

Brand Leader Definitions

MARKET LEADER
Voted by IT Pros
The combination of innovation, performance, price, reliability and support, specific to a product category; making that product an overall market leader

INNOVATION LEADER
Voted by IT Pros
The product that brings useful new features and benefits ahead of the competition

PERFORMANCE LEADER
Voted by IT Pros
The product which is the fastest, and/or delivers the quickest user response time

PRICE LEADER
Voted by IT Pros
The product with the most value for the price

RELIABILITY LEADER
Voted by IT Pros
The product (component, software, or system) that most consistently performs its intended or required function or mission without degradation or failure

SERVICE AND SUPPORT LEADER
Voted by IT Pros
The product with the most accessible, responsive, knowledgeable, and reasonably-priced service and support

Servers for Software-Defined Storage
2017 Brand Leader Survey

Respondent Profiles
Servers for Software-Defined Storage
2017 Brand Leader Survey

Selected Global Voting Organizations **Represented in the Survey**

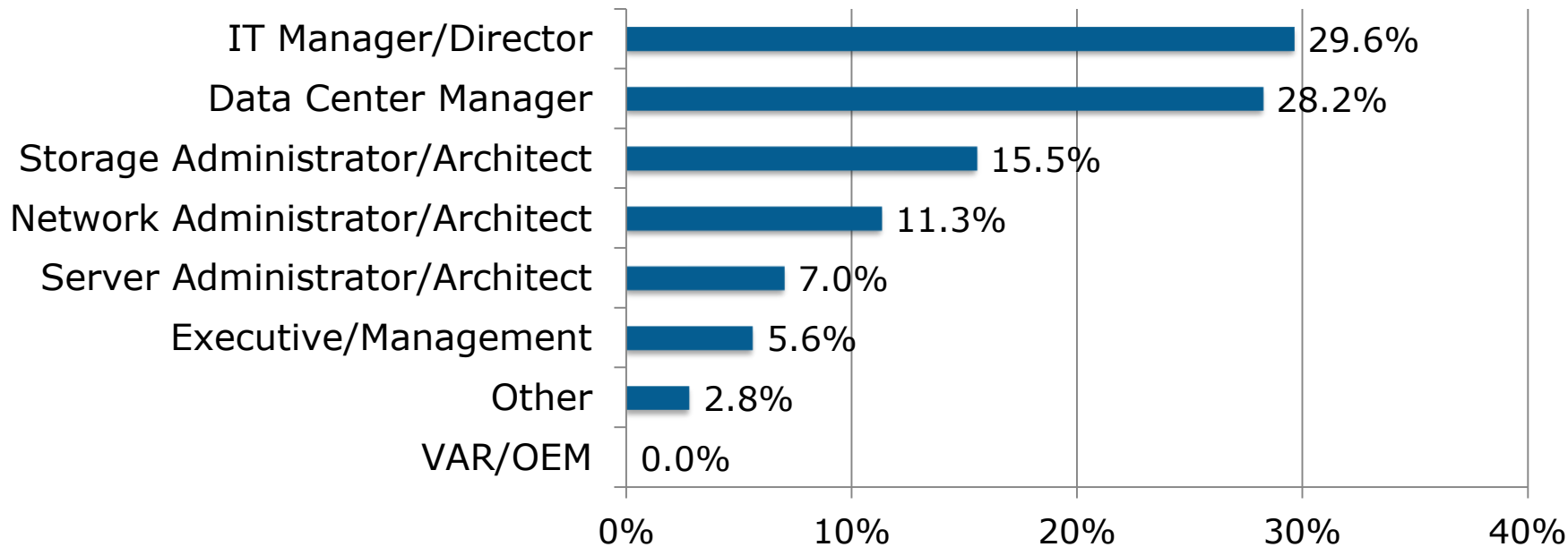|			
AmeriGas	CRH	Kroger Co.	Quicken Loans
American Airlines	CSC NASA Ames Research	Leggett & Platt	Raytheon
Anthem	Cypress Semiconductor	Leidos	Ricoh
AXIS Capital	Daybreak Game Co.	Lockheed Martin	Saputo
AT&T	Detroit Medical Center	Lowe's	Shaw Industries
Ball Aerospace	DLL Group	Macys	Spectra Energy
Banco Piano	Dominion Energy	Magellan Health	Spectrum Brands
Bank of America	Duke University	Marubeni America	Stanford University
Banner Bank	EnerCare	McKesson Corporation	Staples
Bancolombia	Estee Lauder	Mentor Graphics	Starbucks
BARC	Expedia	Mimeo	Swagelok
Baylor College of Medicine	ExxonMobil	Morgan Stanley	TE Connectivity (Tyco)
BC Liquor Distribution	EY	Mount Sinai Health System	Telus
Bosch	Fed Ex	NASA Ames Research Center	Texans Credit Union
Boston Scientific	Federal-Mogul	National Bank Of Greece	Tiger Corporation
British Petroleum	Gannett	NBC/Universal/Comcast	T-Mobile
Capital Group	General Electric	NCR	United Health Group
Chanel	General Motors	NIH	U.S. Bank
CME Group	Hetero Drug	NOAA	U.S. Air Force
Coach	JBS USA	NYCT	U.S. Navy
Coca-Cola	Johns Hopkins Physics Lab	Owens-Illinois	UPS
Colliers	Kaiser Permanente	Optum	Vantiv
Continental Tire	Kia Motors America	PPG Industries	Walmart
Columbia University Med Ctr	Kingston	Perrigo	Wawanesa
Cox Enterprises	Komatsu Limited	Qorvo	Williams Companies

Respondent Title/Job Description:

Horizontal bar chart:

Title	Percentage
IT Manager/Director	29.6%
Data Center Manager	28.2%
Storage Administrator/Architect	15.5%
Network Administrator/Architect	11.3%
Server Administrator/Architect	7.0%
Executive/Management	5.6%
Other	2.8%
VAR/OEM	0.0%

X-axis: 0%, 10%, 20%, 30%, 40%

Your environment is best described as:

Environment	Percentage
Enterprise data center	47.9%
High performance computing data center	21.1%
Small-medium business data center	18.3%
Public Cloud/Data Center Provider	7.0%
Product Development	4.2%
Other	1.4%
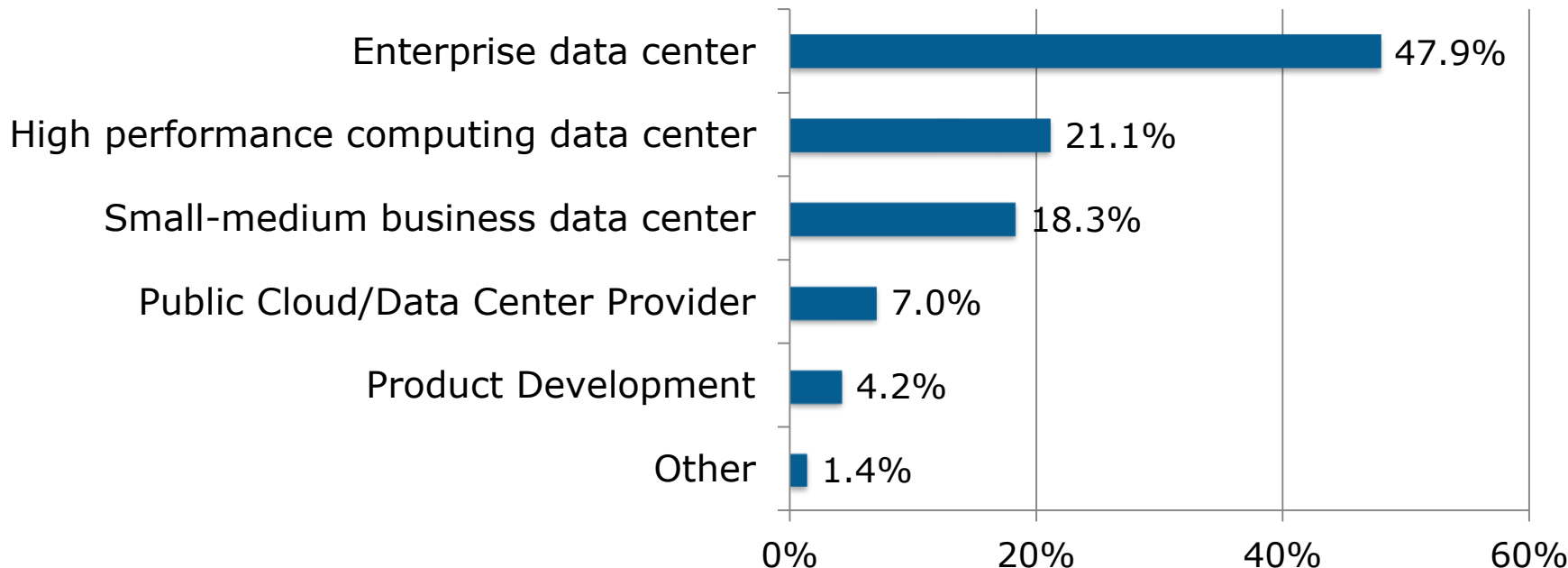
March 2017 Brand Leader Survey

Summary Analysis
Servers for Software-Defined Storage
2017 Brand Leader Survey

About Servers for Software-Defined Storage

For most of the last 20 years, enterprise storage has consisted of proprietary storage controllers and devices (HDDs) packaged together in an array. The overall solutions also included a variety of server-based data management software from the array vendor such as replication, de-duplication, snap-shots, and archiving, to name a few.

Hyperscale cloud service providers changed the game by deploying on a massive scale what used to be controller-based storage array system software—plus data management software—all as industry-standard server applications. The trend is now sweeping the enterprise IT industry with dozens of block, file and object storage applications, and a new generation of servers designed for software-defined storage.

Software-Defined Storage Applications

□ Acronis Storage □ Amax StorMax SDS □ Atlantis USX □ Cloudian □ Compuverde □ Condusiv V-locity □ DataCore Hyper-converged Virtual SAN □ Datera □ Elastifile ■ EMC ScaleIO □ EMC ViPR □ FalconStor FreeStor □ Formation Data Systems FormationOne □ HPE StoreVirtual VSA ■ HPE Simplivity □ Hedvig Distributed Storage Platform □ IBM Spectrum Accelerate ■ IBM Cloud Object Storage □ ioFABRIC Vicinity □ Infinio Accelerator □ Maxta MxSP ■ Microsoft Storage Spaces □ NexentaStor Nexenta Edge ■ OpenStack Block Storage Cinder □ Peaxy □ Pivot3 □ Primary Data DataSphere ■ Red Hat Ceph □ Red Hat Gluster □ SanDisk ioTurbine □ SanDisk FlashSoft ■ Scality Ring □ SoftNAS □ Springpath □ StarWind Virtual SAN □ StorMagic ■ SUSE Enterprise Storage ■ Symantec Storage Foundation □ SwiftStack □ Talon Storage □ Veritas InfoScale ■ VMware vSAN ■ VMware Virtual Volumes □ Zadara Storage

■ Respondents using Cisco UCS for this application

Server for Software-Defined Storage

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Servers for Software-Defined Storage
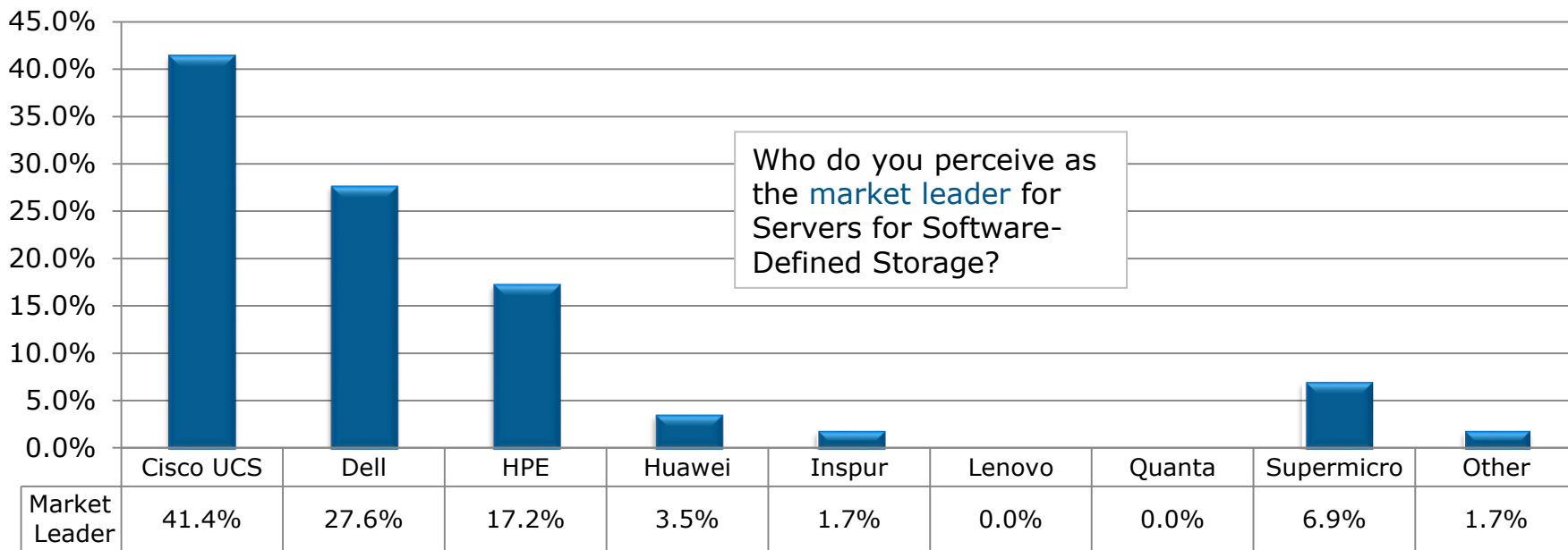# 2017 Survey Summary Analysis

- **Cisco Voted Market Leader...Again**
  - In the second annual survey covering servers for software-defined storage, Cisco, once again, was voted the Market Leader. Cisco scored big in this brand category: The spread between first and second place (Dell) was the highest among the five leader categories won by Cisco. Cisco's sweep of five out of six categories suggests the breadth of their best-in-class capabilities is driving IT pro perception of market leadership in an ultra-competitive field.

- **Cisco Picked as Performance, Reliability, and Service & Support Leader**
  - Storage is the most conservative, risk-averse segment of enterprise IT, which may indicate why the percentage of global IT pro voting leaped in 2017 for Cisco servers utilized for software-defined storage. As the dominant brand name in networking (which happens to be the second, most conservative segment), Cisco—and its UCS servers—are bolstering a reputation for outstanding performance, reliability and support.

- **Cisco Chosen as Innovation Leader**
  - Servers optimized for software-defined storage are different than servers fine-tuned for business workloads. IT pros recognize Cisco as a leader in a package design and embedded networking tailored for hosting software-defined storage workloads.

- **Dell Selected as Price Leader**
  - In nearly every enterprise IT brand leader survey that has included Dell, the company is named as the Price Leader. This product category is no different. For the second consecutive year, Dell was selected as the price leader for servers for software-defined storage.

2017 Market Leader
Servers for Software-Defined Storage

Who do you perceive as the market leader for Servers for Software-Defined Storage?

	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
Market Leader	41.4%	27.6%	17.2%	3.5%	1.7%	0.0%	0.0%	6.9%	1.7%

March 2017 Brand Leader Survey

2017 Price Leader
Servers for Software-Defined Storage
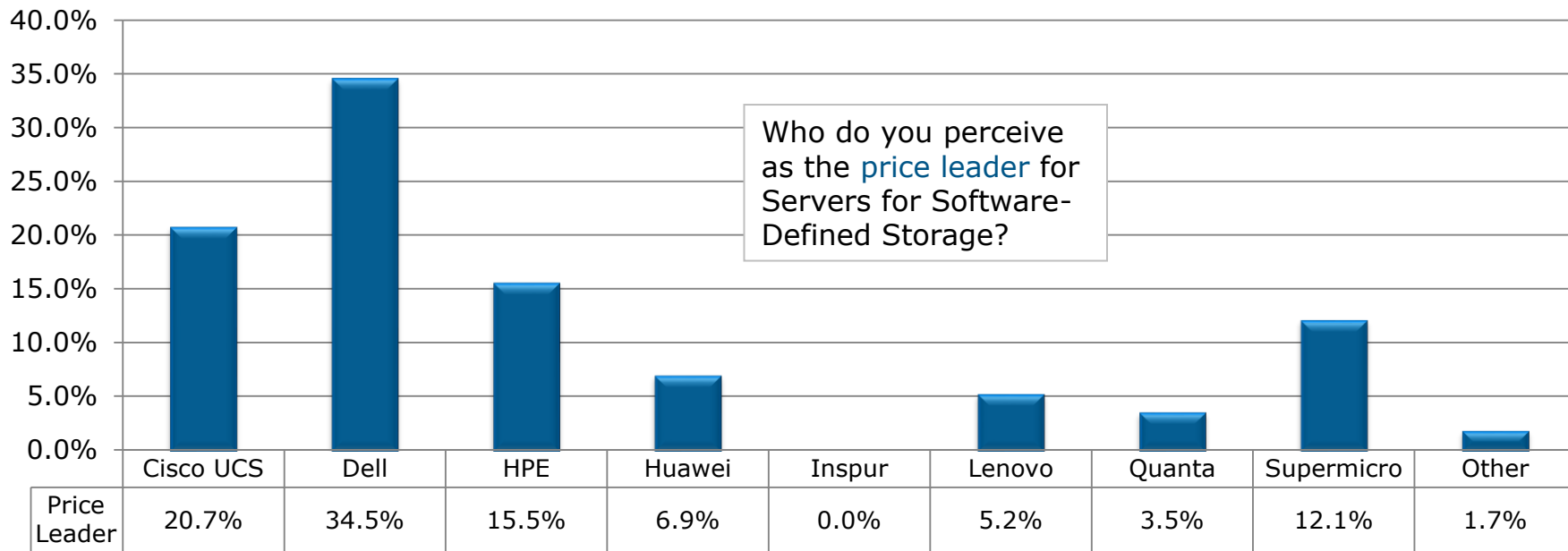
Who do you perceive as the price leader for Servers for Software-Defined Storage?

Price Leader	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
	20.7%	34.5%	15.5%	6.9%	0.0%	5.2%	3.5%	12.1%	1.7%

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2017 Performance Leader
Servers for Software-Defined Storage

Who do you perceive as the performance leader for Servers for Software-Defined Storage?

	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
Performance Leader	36.8%	26.3%	17.5%	3.5%	0.0%	1.8%	0.0%	10.5%	3.5%
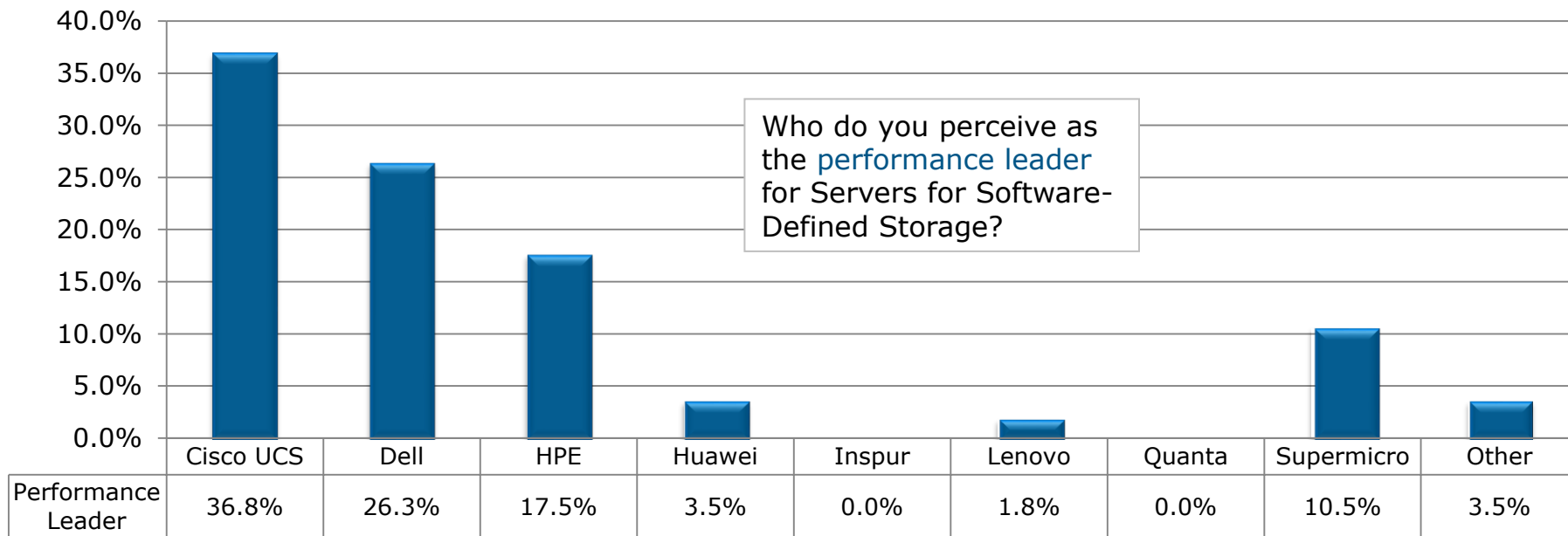
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2017 Reliability Leader
Servers for Software-Defined Storage
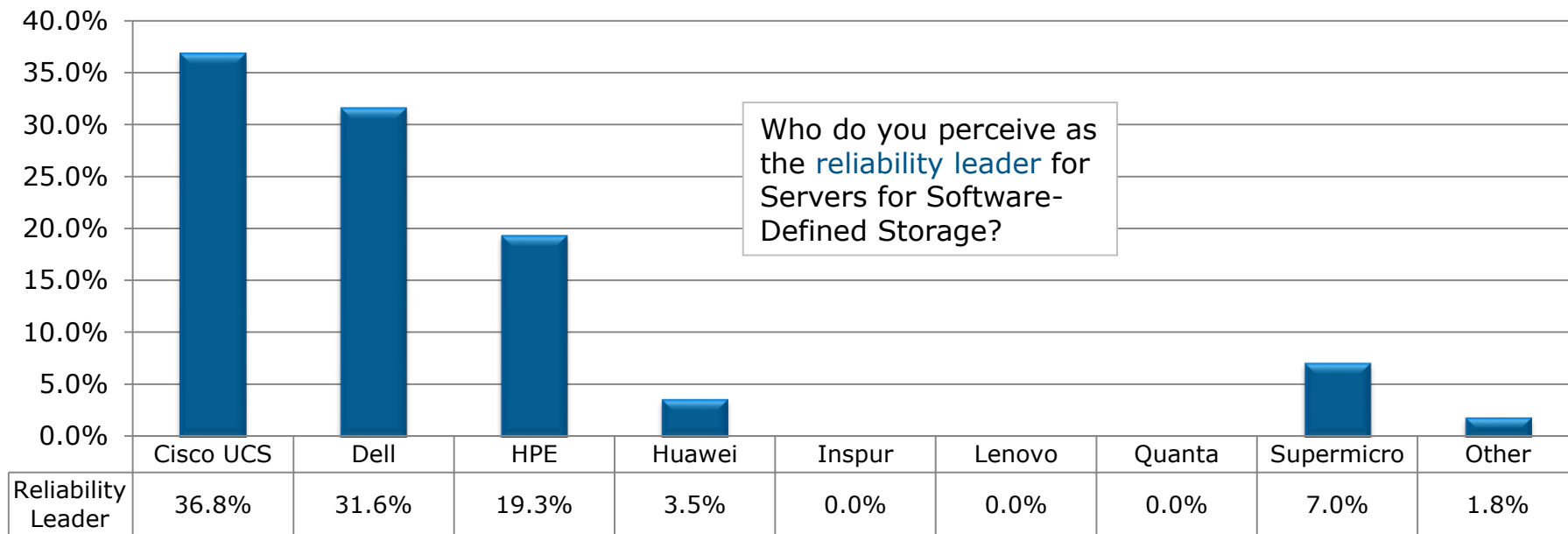
Who do you perceive as the reliability leader for Servers for Software-Defined Storage?

	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
Reliability Leader	36.8%	31.6%	19.3%	3.5%	0.0%	0.0%	0.0%	7.0%	1.8%

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2017 Service and Support Leader
Servers for Software-Defined Storage

Who do you perceive as the service & support leader for Servers for Software-Defined Storage?

	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
Service & Support Leader	38.6%	29.8%	19.3%	5.3%	0.0%	1.8%	0.0%	3.5%	1.8%
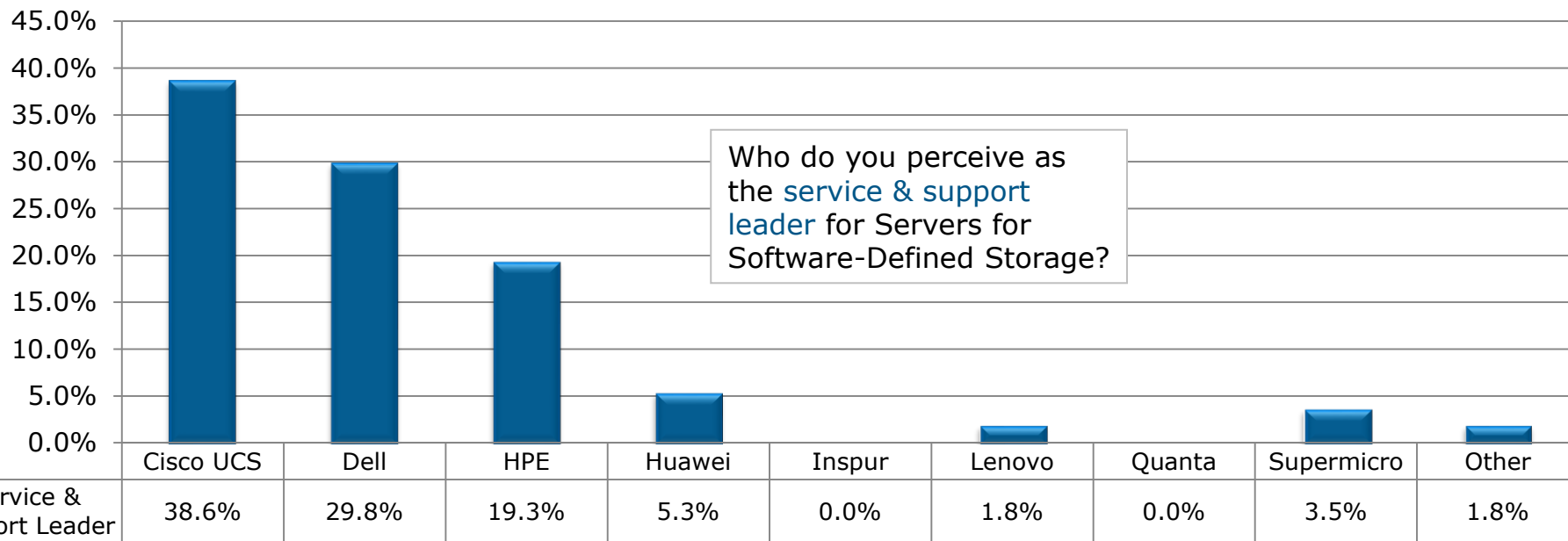
March 2017 Brand Leader Survey

2017 Innovation Leader
Servers for Software-Defined Storage
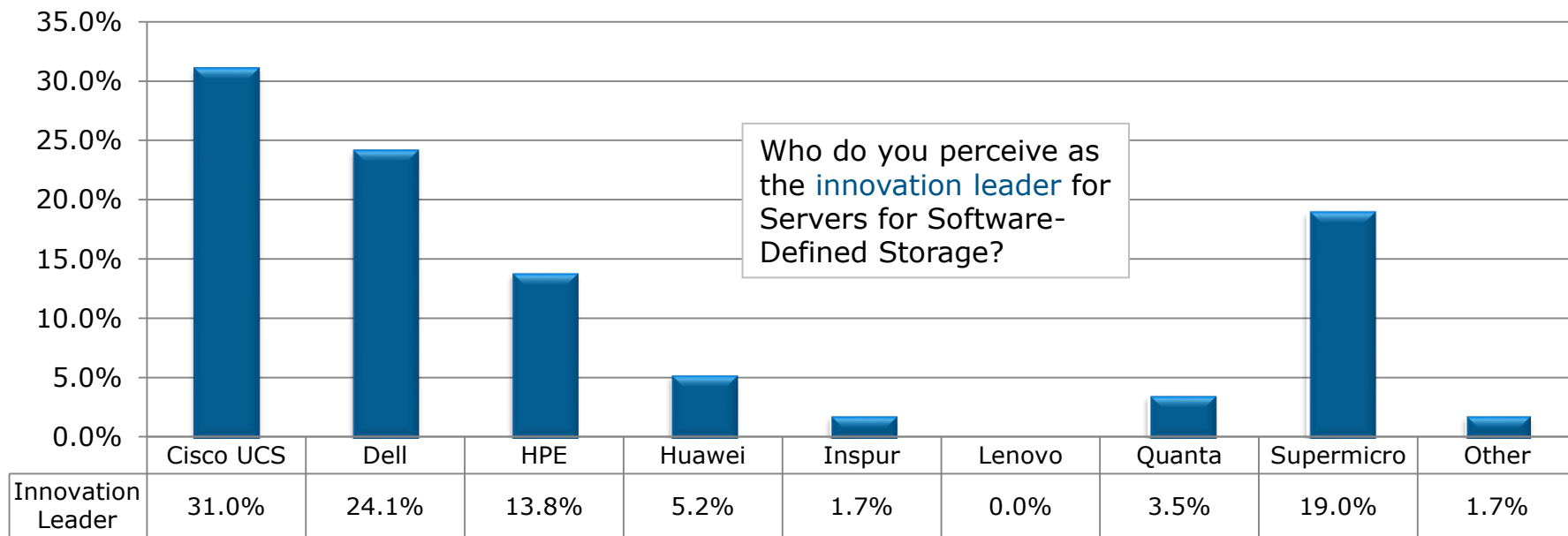
Who do you perceive as the innovation leader for Servers for Software-Defined Storage?

	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
Innovation Leader	31.0%	24.1%	13.8%	5.2%	1.7%	0.0%	3.5%	19.0%	1.7%

March 2017 Brand Leader Survey

Market Leader
Servers for Software-Defined Storage: 2017 vs 2016

Who do you perceive as the market leader for Servers for Software-Defined Storage?

	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
2016	25.7%	22.9%	20.0%			11.4%	5.7%	14.3%	0.0%
2017	41.4%	27.6%	17.2%	3.5%	1.7%	0.0%	0.0%	6.9%	1.7%

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Price Leader
Servers for Software-Defined Storage: 2017 vs 2016

Who do you perceive as the price leader for Servers for Software-Defined Storage?

	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
2016	22.9%	40.0%	17.1%			5.7%	2.9%	11.4%	0.0%
2017	20.7%	34.5%	15.5%	6.9%	0.0%	5.2%	3.5%	12.1%	1.7%
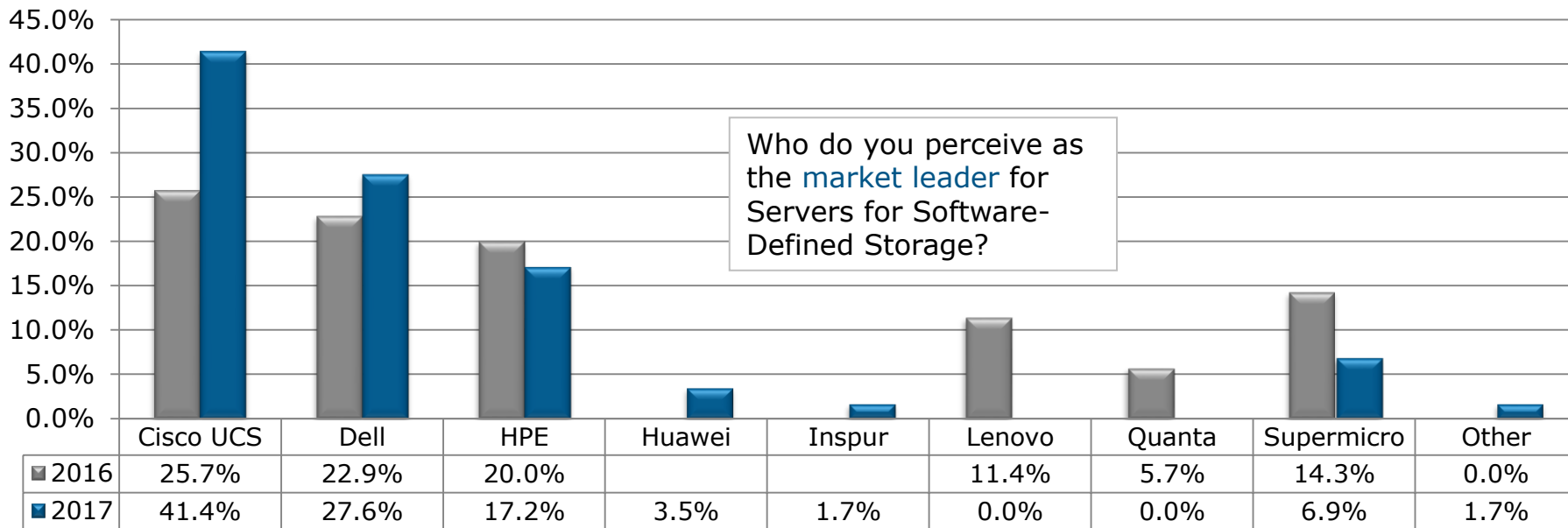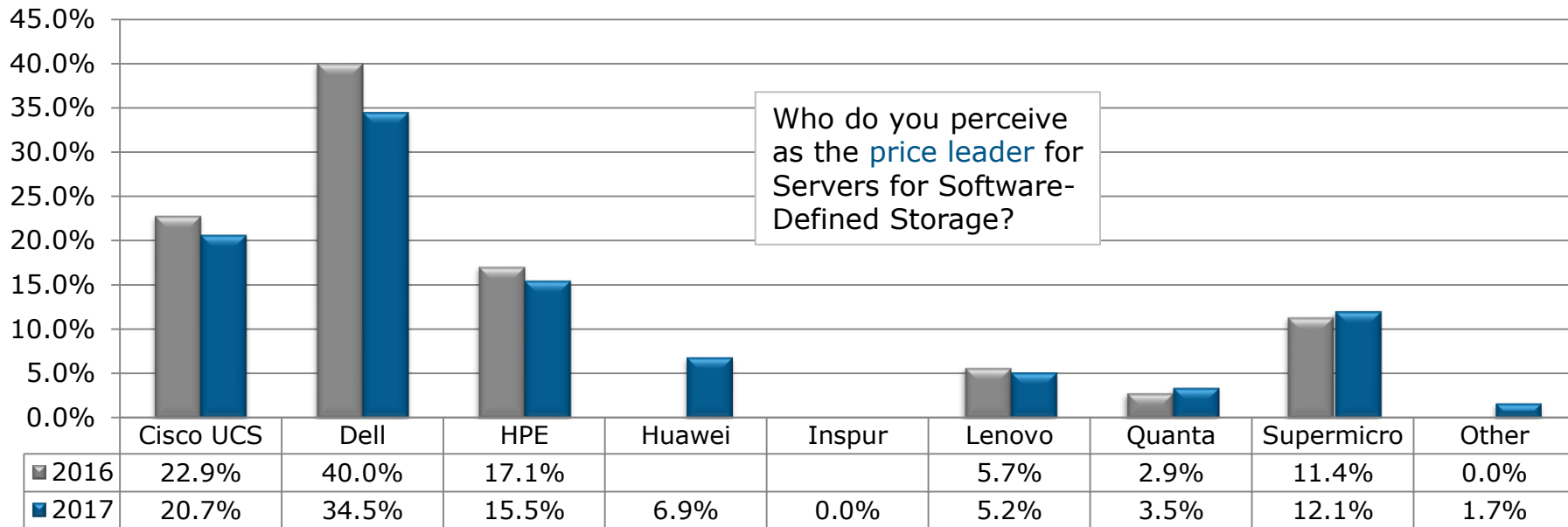
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Performance Leader
Servers for Software-Defined Storage: 2017 vs 2016

> Who do you perceive as the performance leader for Servers for Software-Defined Storage?

	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
2016	31.4%	25.7%	22.9%			5.7%	2.9%	11.4%	0.0%
2017	36.8%	26.3%	17.5%	3.5%	0.0%	1.8%	0.0%	10.5%	3.5%
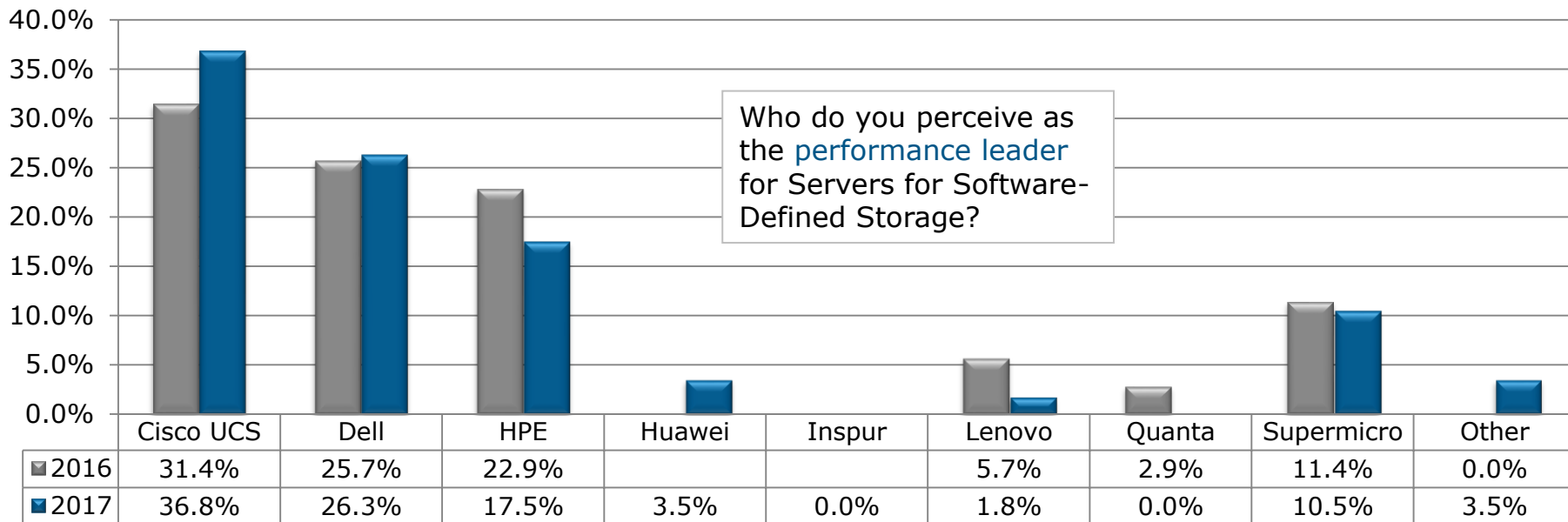
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Reliability Leader
Servers for Software-Defined Storage: 2017 vs 2016

Who do you perceive as the reliability leader for Servers for Software-Defined Storage?

	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
2016	31.4%	20.0%	34.3%			2.9%	0.0%	11.4%	0.0%
2017	36.8%	31.6%	19.3%	3.5%	0.0%	0.0%	0.0%	7.0%	1.8%
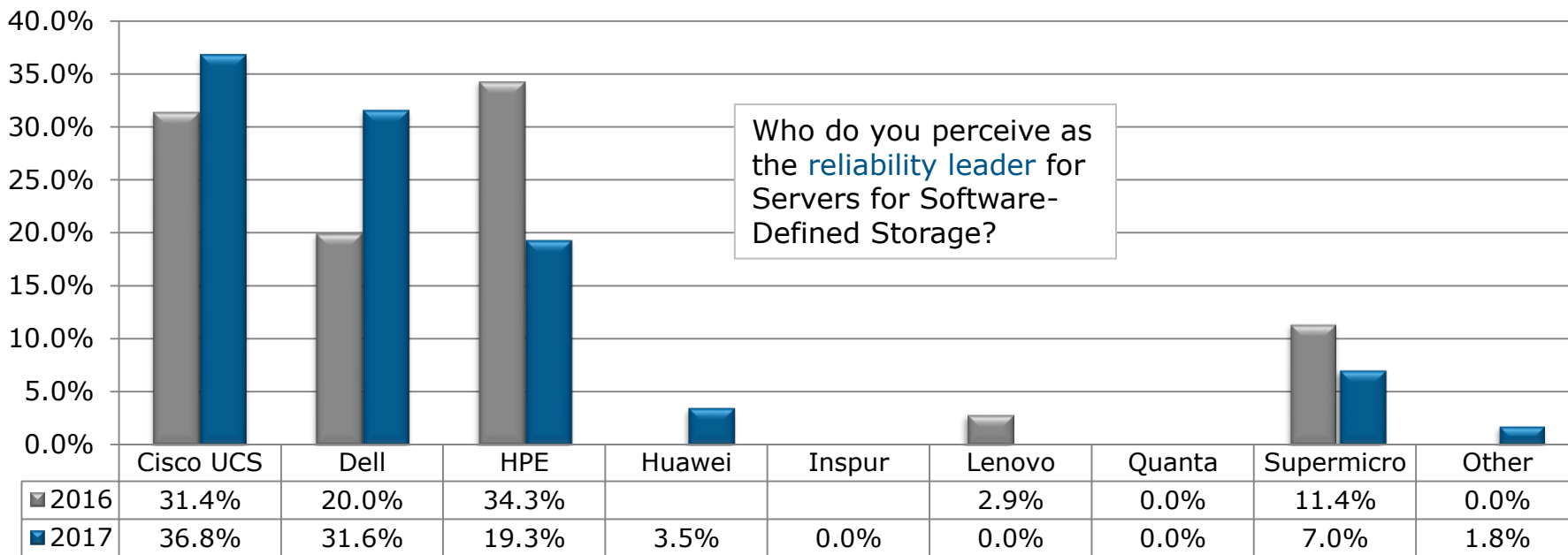
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Service and Support Leader
Servers for Software-Defined Storage: 2017 vs 2016

Who do you perceive as the service and support leader for Servers for Software-Defined Storage?

	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
2016	28.6%	34.3%	22.9%			5.7%	2.9%	5.7%	0.0%
2017	38.6%	29.8%	19.3%	5.3%	0.0%	1.8%	0.0%	3.5%	1.8%
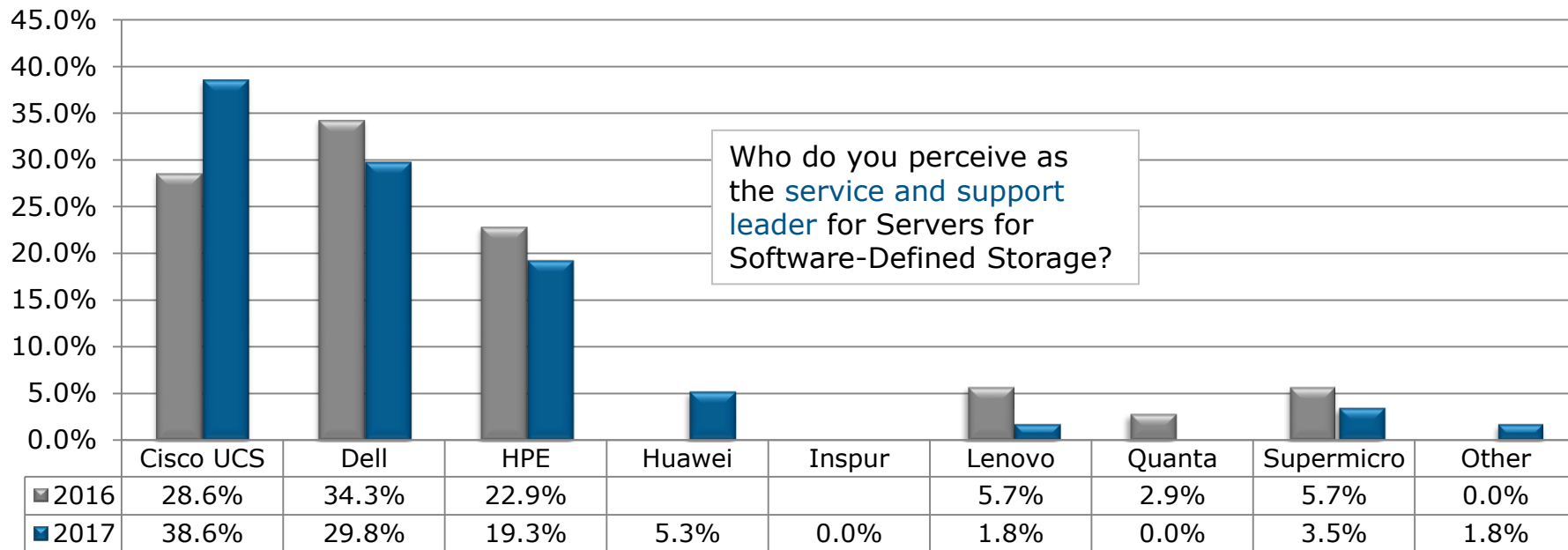
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Innovation Leader
Servers for Software-Defined Storage: 2017 vs 2016

> Who do you perceive as the innovation leader for Servers for Software-Defined Storage?

	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other
2016	25.7%	20.0%	17.1%			2.9%	5.7%	28.6%	0.0%
2017	31.0%	24.1%	13.8%	5.2%	1.7%	0.0%	3.5%	19.0%	1.7%
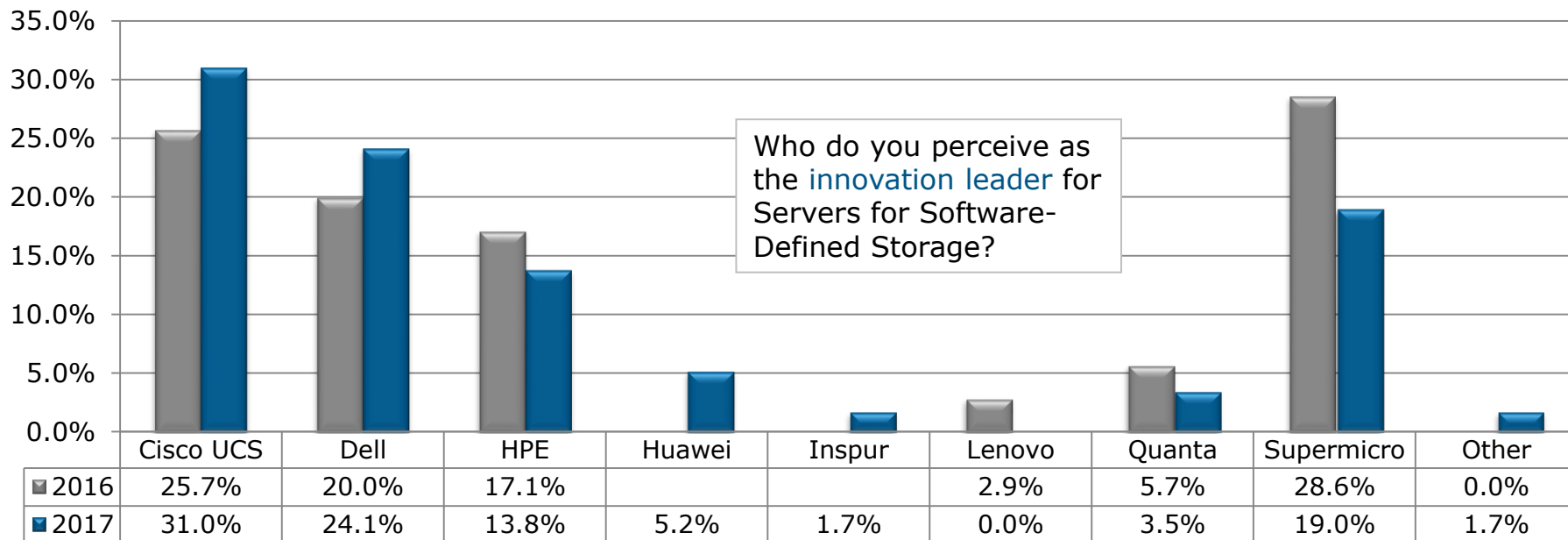
March 2017 Brand Leader Survey

Brand Leader Survey Data: 2017 vs 2016

Servers for Software-Defined Storage	Cisco UCS	Dell	HPE	Huawei	Inspur	Lenovo	Quanta	Supermicro	Other	Totals
2017										
Market Leader	**41.4%**	27.6%	17.2%	3.5%	1.7%	0.0%	0.0%	6.9%	1.7%	100%
Price Leader	20.7%	**34.5%**	15.5%	6.9%	0.0%	5.2%	3.5%	12.1%	1.7%	100%
Performance Leader	**36.8%**	26.3%	17.5%	3.5%	0.0%	1.8%	0.0%	10.5%	3.5%	100%
Reliability Leader	**36.8%**	31.6%	19.3%	3.5%	0.0%	0.0%	0.0%	7.0%	1.8%	100%
Service & Support Leader	**38.6%**	29.8%	19.3%	5.3%	0.0%	1.8%	0.0%	3.5%	1.8%	100%
Innovation Leader	**31.0%**	24.1%	13.8%	5.2%	1.7%	0.0%	3.5%	19.0%	1.7%	100%
2016										
Market Leader	**25.7%**	22.9%	20.0%	N/A	N/A	11.4%	5.7%	14.3%	0.0%	100%
Price Leader	22.9%	**40.0%**	17.1%	N/A	N/A	5.7%	2.9%	11.4%	0.0%	100%
Performance Leader	**31.4%**	25.7%	22.9%	N/A	N/A	5.7%	2.9%	11.4%	0.0%	100%
Reliability Leader	31.4%	20.0%	**34.3%**	N/A	N/A	2.9%	0.0%	11.4%	0.0%	100%
Service & Support Leader	28.6%	**34.3%**	22.9%	N/A	N/A	5.7%	2.9%	5.7%	0.0%	100%
Innovation Leader	25.7%	20.0%	17.1%	N/A	N/A	2.9%	5.7%	**28.6%**	0.0%	100%

March 2017 Brand Leader Survey

IT Brand Pulse

IT Brand Pulse, Inc. is an analyst firm and trusted source of product testing, IT Pro research, and analysis covering data center infrastructure including servers, storage, networking, operating platforms and applications. Learn more at ITBrandPulse.com.

The Author

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For the past seven years, Cheryl Parker has overseen the IT Pro Research practice for IT Brand Pulse. Cheryl and her team conduct IT Brand Leader, technology adoption, and customer satisfaction surveys, as well as focus groups and custom research. Cheryl has spent more than 25 years in communications, research, PR, marketing and sales, and is a former news and sports writer for the *Los Angeles Times.* cheryl.parker@itbrandpulse.com.