



Infrastructure-as-a-Service

2018 Brand Leader Survey Report

IaaS Brand Leader Survey Report



The 2018 IaaS brand leader surveys cover fourteen Infrastructure-as-a-Service products.

This report includes the results of voting for six categories of brand leadership for each service: **Market, Price, Performance, Reliability, Service & Support** and **Innovation**.

Numerical survey data is available upon request. Please contact us at info@itbrandpulse.com.

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Infrastructure-as-a-Service Brand Leader Survey Methodology



- **Brand Leader reports are designed to measure the pulse of brand leadership in specific product categories using results from independent, non-sponsored surveys with at least 200 respondents.**
- **The IaaS Brand Leader Survey was conducted in April, 2018.**
 - Respondents were solicited from over 1,000,000 members of 100+ online IT groups, and from the IT Brand Pulse database of 150,000 IT professionals.
 - Two hundred and two 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 *<product category>* **market** leader?
 2. Who do you perceive as the *<product category>* **price** leader?
 3. Who do you perceive as the *<product category>* **performance** leader?
 4. Who do you perceive as the *<product category>* **reliability** leader?
 5. Who do you perceive as the *<product category>* **service & support** leader?
 6. Who do you perceive as the *<product category>* **innovation** leader?

<div> <div>April 2018</div> <div>IaaS Brand Leaders</div> <div>Voted by IT Pros</div> </div>	<div> <div>IT BRAND</div> <div>MARKET LEADER</div> <div>Voted by IT Pros</div> </div>	<div> <div>IT BRAND</div> <div>PRICE LEADER</div> <div>Voted by IT Pros</div> </div>	<div> <div>IT BRAND</div> <div>PERFORMANCE LEADER</div> <div>Voted by IT Pros</div> </div>	<div> <div>IT BRAND</div> <div>RELIABILITY LEADER</div> <div>Voted by IT Pros</div> </div>	<div> <div>IT BRAND</div> <div>SERVICE AND SUPPORT LEADER</div> <div>Voted by IT Pros</div> </div>	<div> <div>IT BRAND</div> <div>INNOVATION LEADER</div> <div>Voted by IT Pros</div> </div>
Auto Scaling-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
Backup & Restore-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
Batch Computing-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
Block Storage-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
Bulk Data Transfer-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
Cold Storage-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
Containers-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
Dedicated Servers-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
Disaster Recovery-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
File Storage-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
Object Storage-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
Serverless-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
SSD-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS
Virtual Servers-as-a-Service	AWS	AWS	AWS	AWS	AWS	AWS

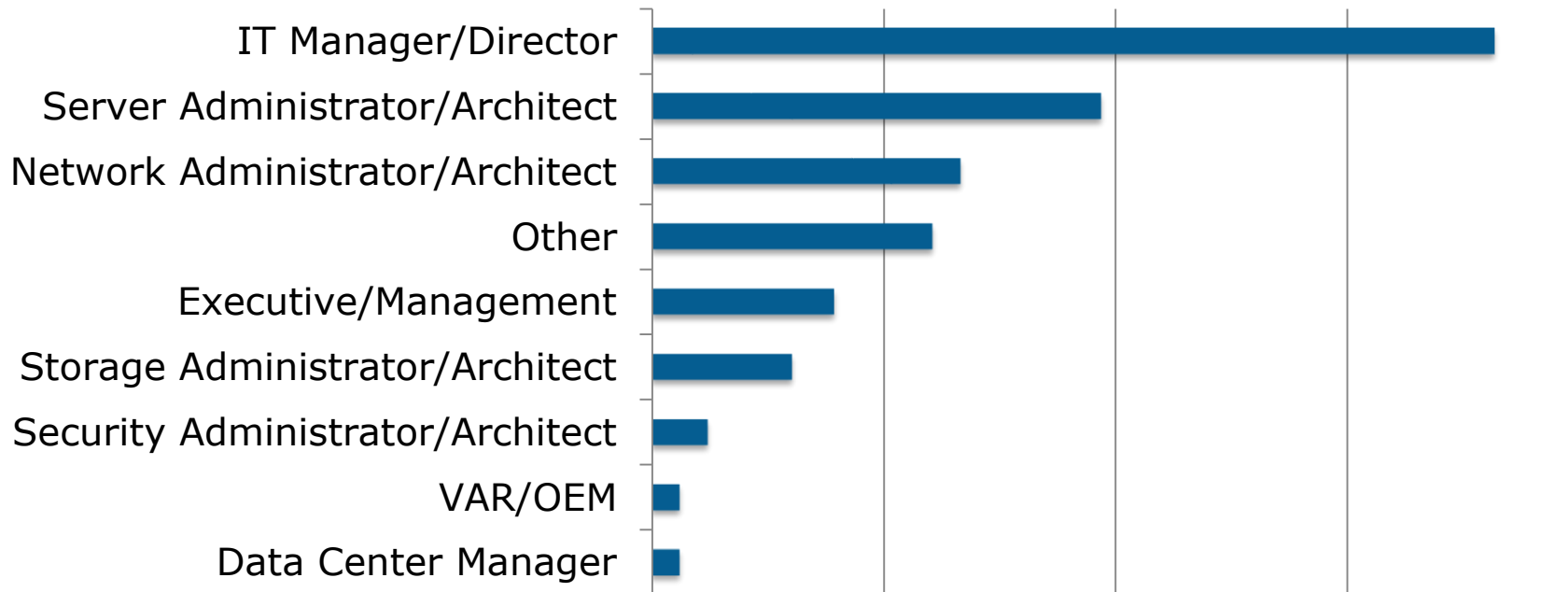


Respondent Profiles

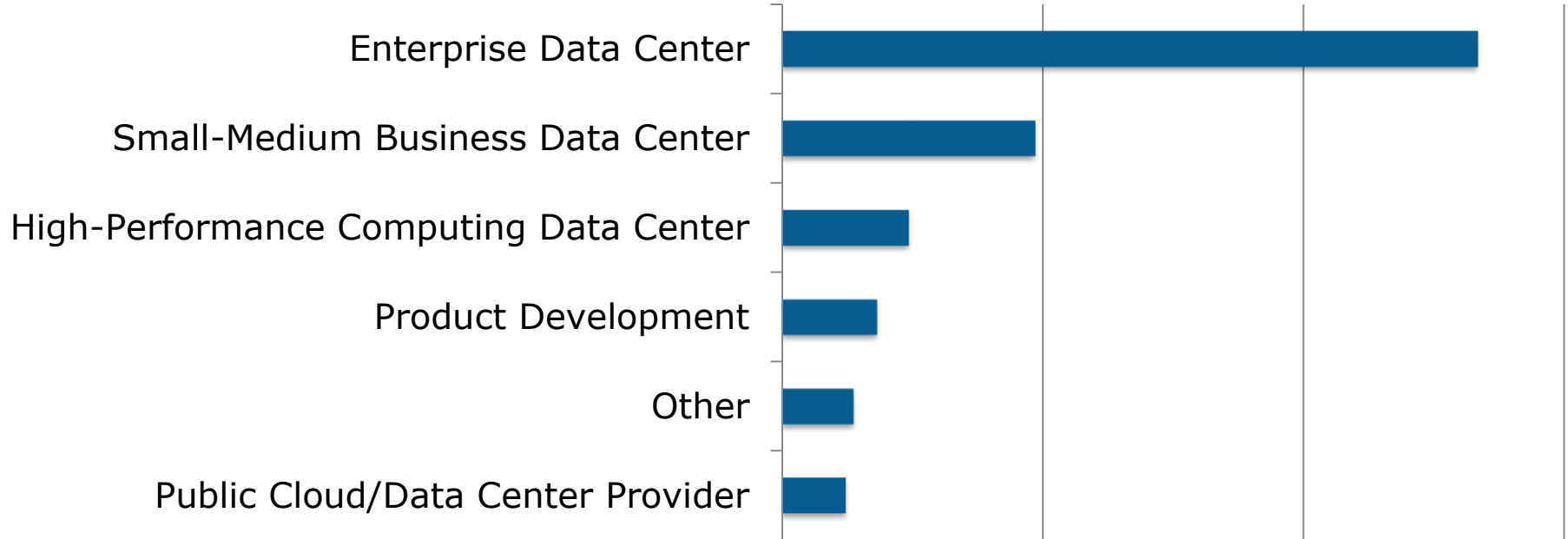
IaaS

2018 Brand Leader Survey

Respondent Title/Job Description:



Your environment is best described as:





Survey Results

IaaS

2018 Brand Leader Survey

Brand Leader Definitions



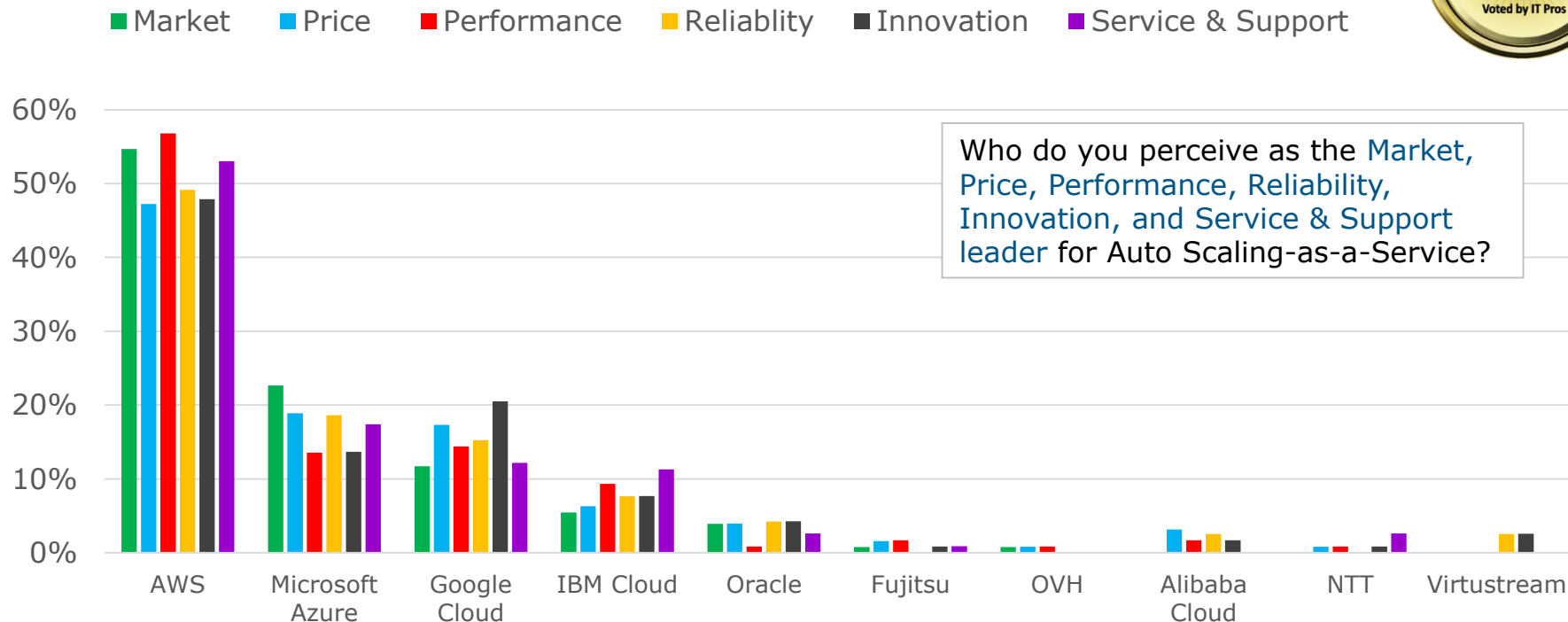
Product Category Definitions

- **Auto Scaling-as-a-Service:** Lets you automatically change the number of instances providing a particular compute workload. You set defined metric and thresholds that determine if the platform adds or removes instances.
- **Backup & Restore-as-a-Service:** Backup and archival solutions allow files and folders to be backed up and recovered from the cloud, and provide off-site protection against data loss. There are two components of backup—the software service that orchestrates backup/retrieval and the underlying backup storage infrastructure.
- **Batch Computing-as-a-Service:** Run large-scale parallel and high-performance computing applications efficiently in the cloud.
- **Block Storage-as-a-Service:** Data stored in volumes and blocks, where files are split into evenly sized blocks. Each block has its own address, but unlike objects they do not have metadata.
- **Bulk Data Transfer-as-a-Service:** A data transport solution that uses secure disks and appliances to transfer large amounts of data. Also offers data protection during transit.
- **Cold Storage-as-a-Service:** Cold storage is a lower cost tier for storing data that is infrequently accessed and long-lived.
- **Containers-as-a-Service:** Quickly deploy a production ready Kubernetes, DC/OS, or Docker Swarm cluster.
- **Dedicated Servers-as-a-Service:** Instances that run on hardware that's dedicated to a single customer.
- **Disaster Recovery-as-a-Service:** Automates protection and replication of virtual machines. Offers health monitoring, recovery plans, and recovery plan testing.
- **File Storage-as-a-Service:** Provides a simple interface to create and configure file systems quickly, and share common files. It's shared file storage without the need for a supporting virtual machine, and can be used with traditional protocols that access files over a network.
- **Object Storage-as-a-Service:** Object storage service, for use cases including cloud applications, content distribution, backup, archiving, disaster recovery, and big data analytics.
- **Serverless-as-a-Service:** Integrate systems and run back end processes in response to events or schedules without provisioning or managing servers.
- **SSD-as-a-Service:** High performance SSD storage.
- **Virtual Servers-as-a-Service:** Virtual servers allow users to deploy, manage, and maintain OS and server software. Instance types provide combinations of CPU/RAM. Users pay for what they use with the flexibility to change sizes.

Summary Analysis

- **AWS Dominates IT Pro Voting**
 - Amazon Web Services (AWS) was selected as Market, Price, Performance, Reliability, Service & Support, and Innovation Leader for all 14 IaaS product categories.
- **Azure and IBM Perceived as Best of the Rest**
 - Microsoft Azure was chosen runner-up for Market Leader in 8 product categories. IBM Cloud placed second in 3 service categories.
- **Respect Shown for On-Premises Leaders Offering Services**
 - NetApp places second in various brand leader categories for SSD and Block Storage. VMware places third in some brand leader categories for Virtual Servers-as-a-Service.
- **Category Where AWS was Most Dominant**
 - The Biggest Spread Between First and Second Place is in the Object Storage-as-a-Service Market Leader category where the spread between AWS and Azure is 41%
- **Category Where Competition was Closest to AWS**
 - Microsoft Azure closing in on AWS for Disaster Recovery-as-a-Service Market Leader, trailing by only 7% in IT Pro voting.

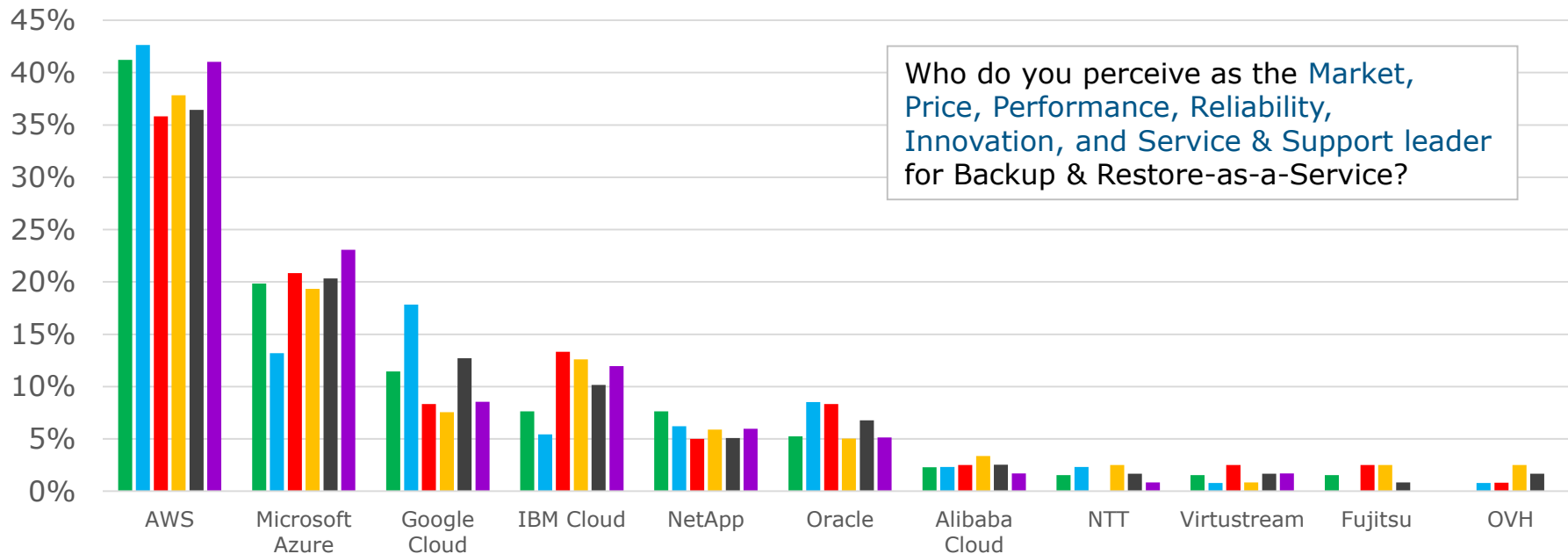
Auto Scaling-as-a-Service



Backup & Restore-as-a-Service



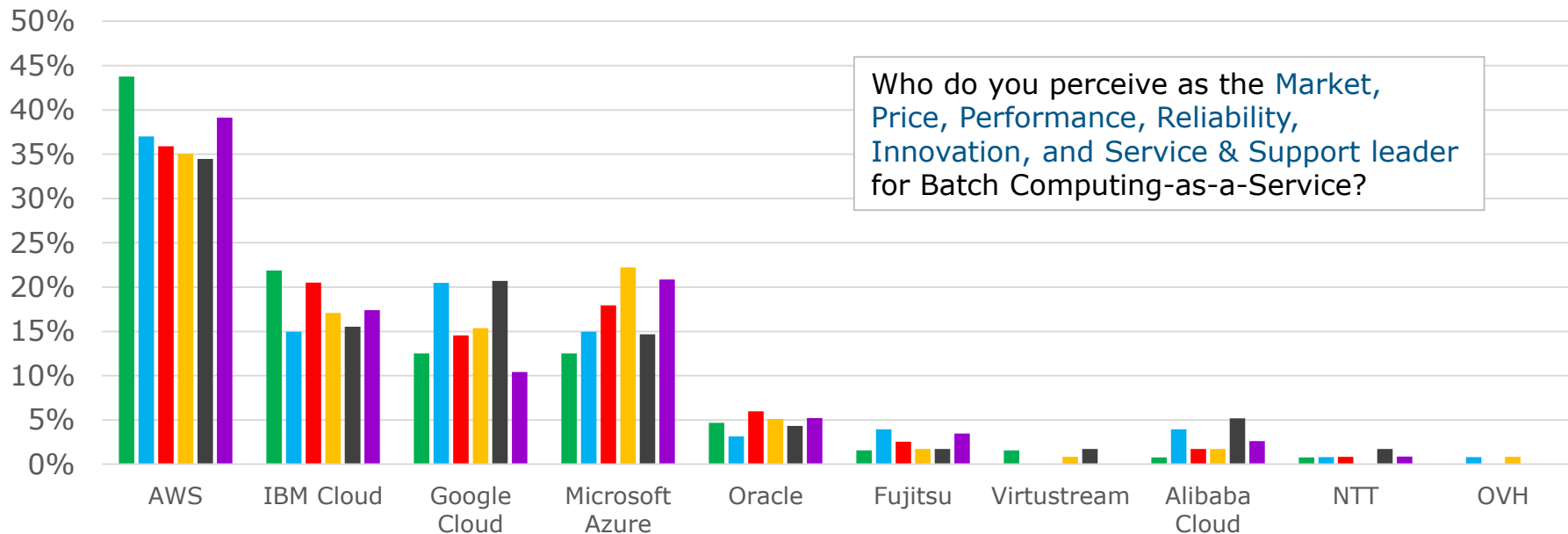
■ Market ■ Price ■ Performance ■ Reliability ■ Innovation ■ Service & Support



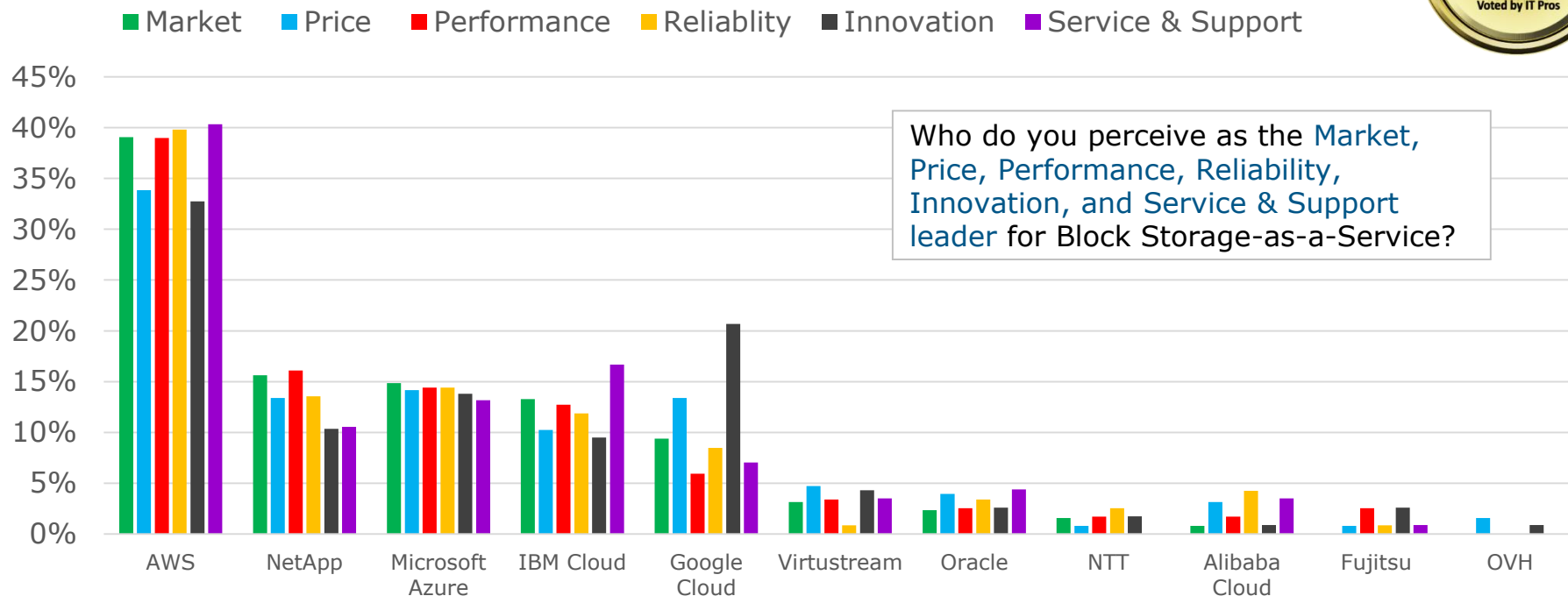
Batch Computing-as-a-Service



■ Market ■ Price ■ Performance ■ Reliability ■ Innovation ■ Service & Support



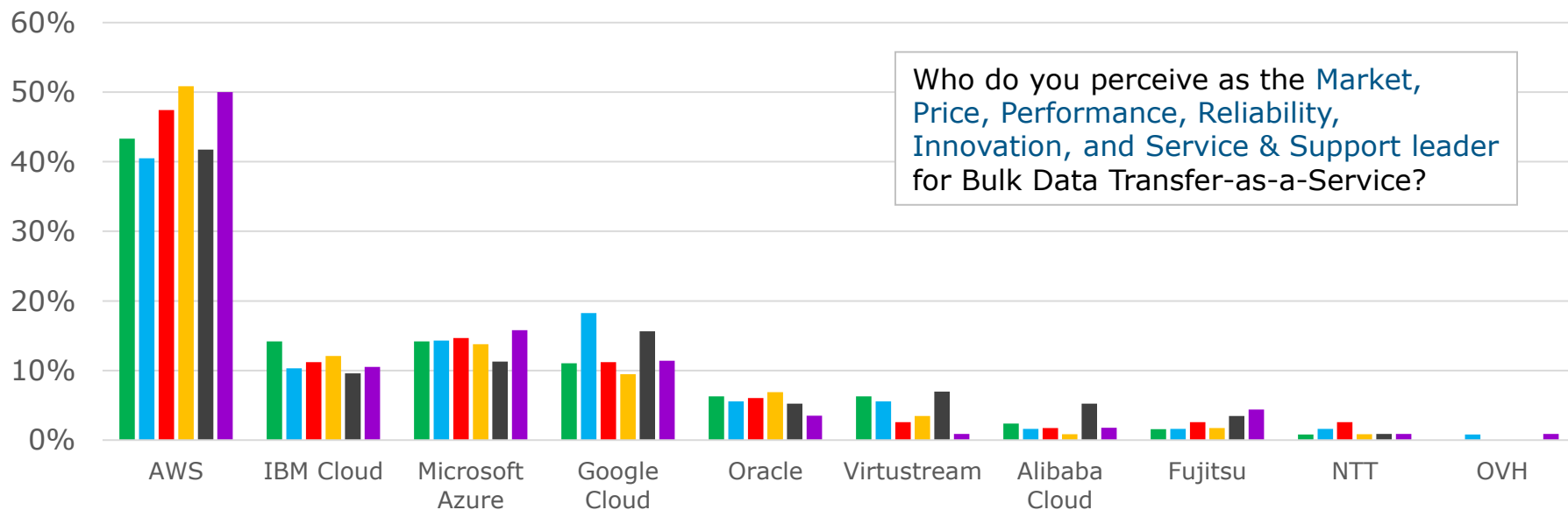
Block Storage-as-a-Service



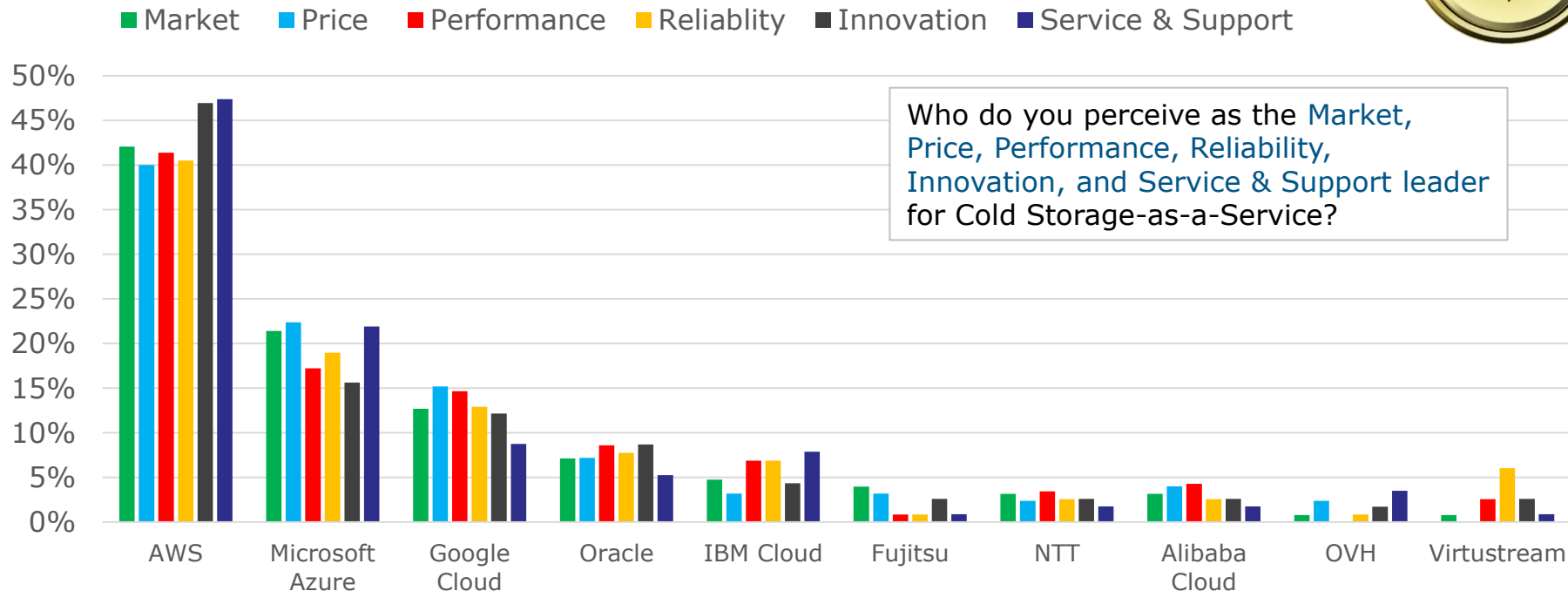
Bulk Data Transfer-as-a-Service



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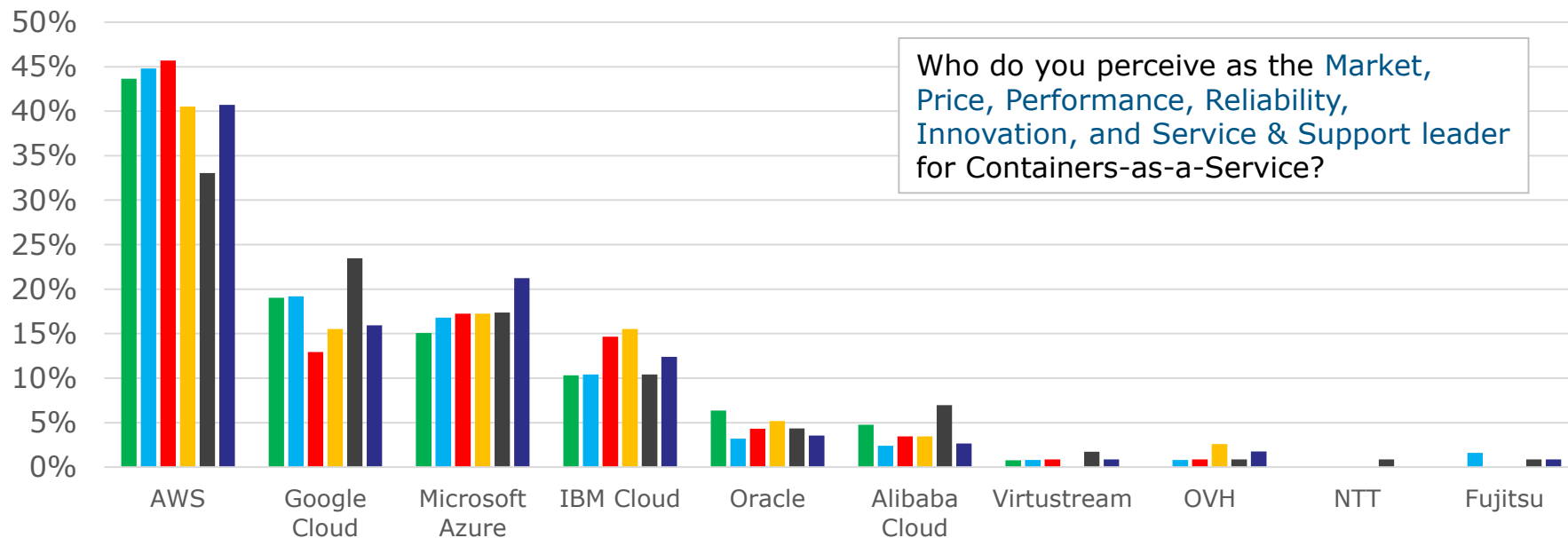
Cold Storage-as-a-Service



Containers-as-a-Service



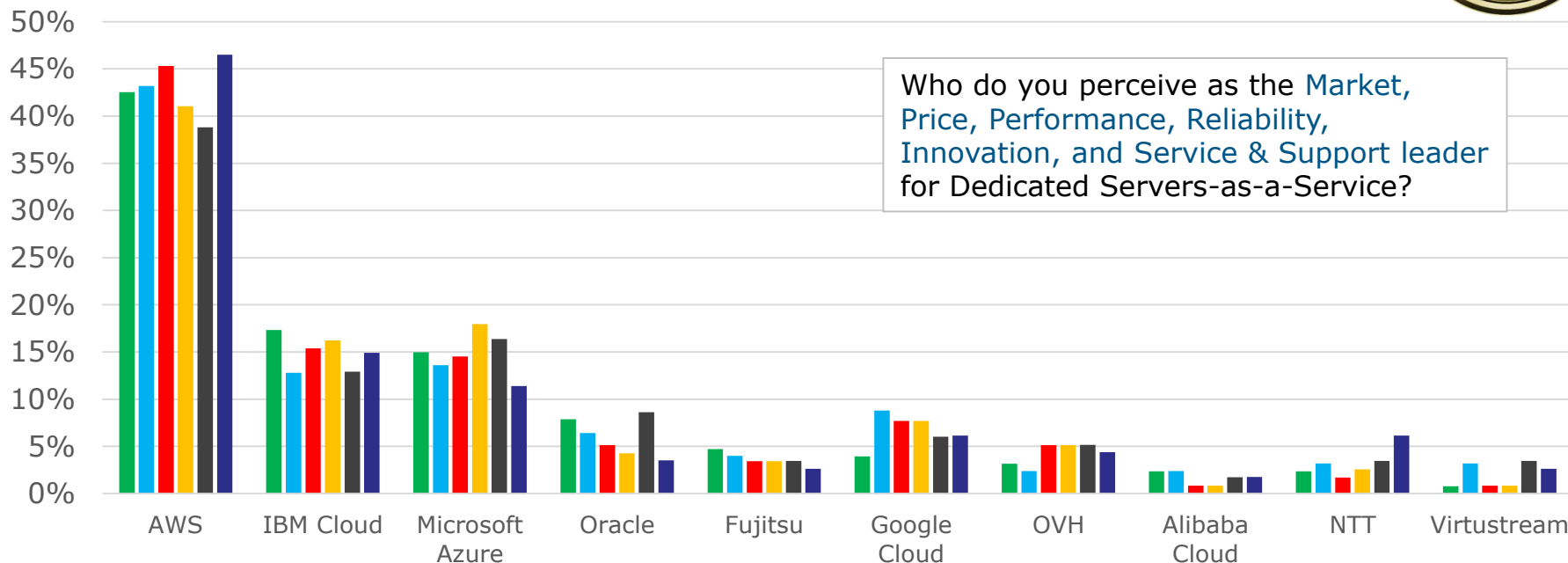
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Dedicated Servers-as-a-Service



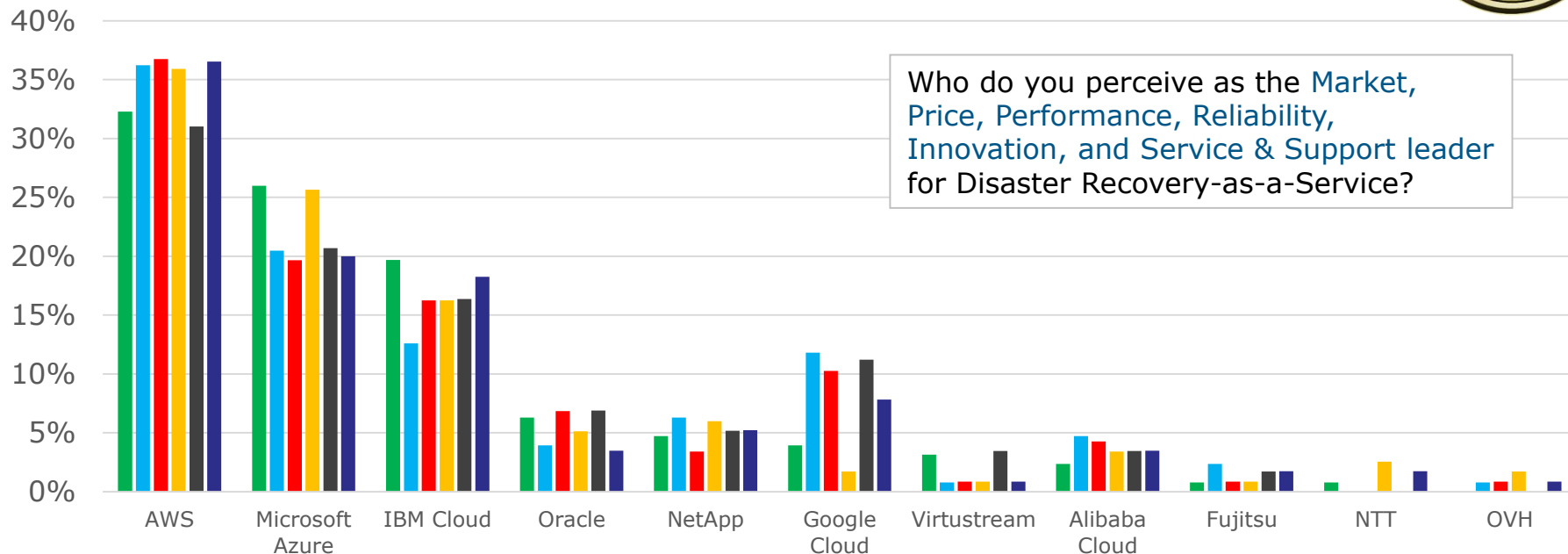
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Disaster Recovery-as-a-Service



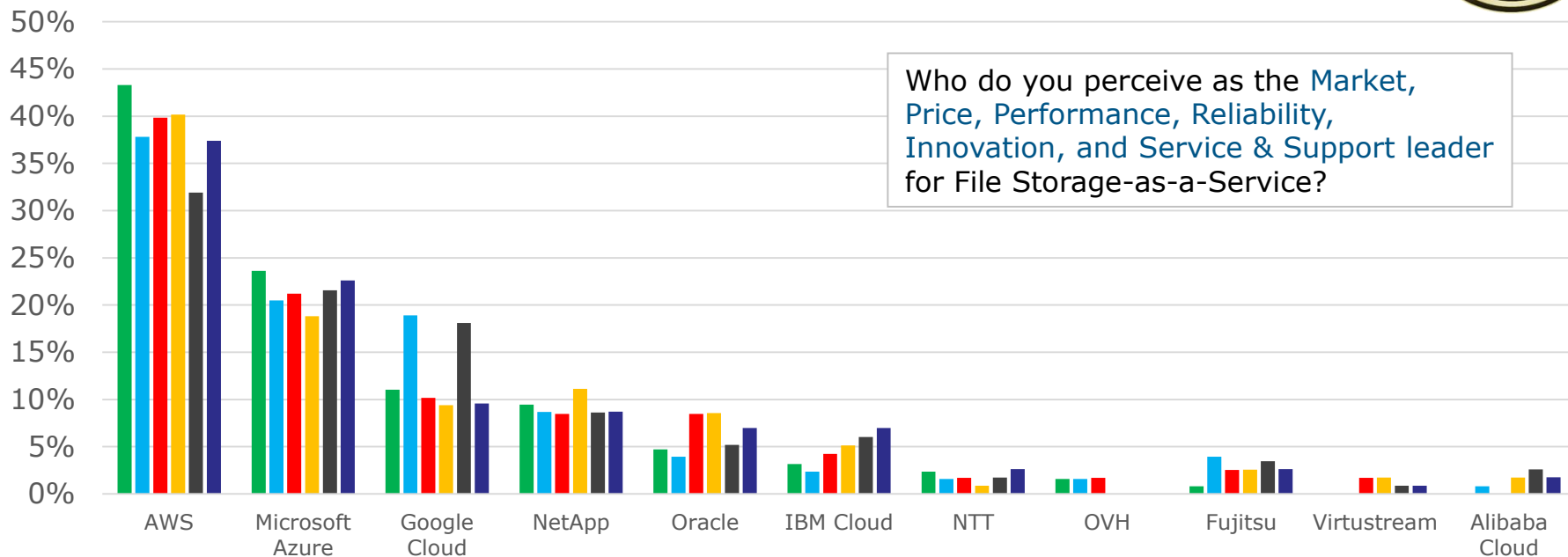
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File Storage-as-a-Service



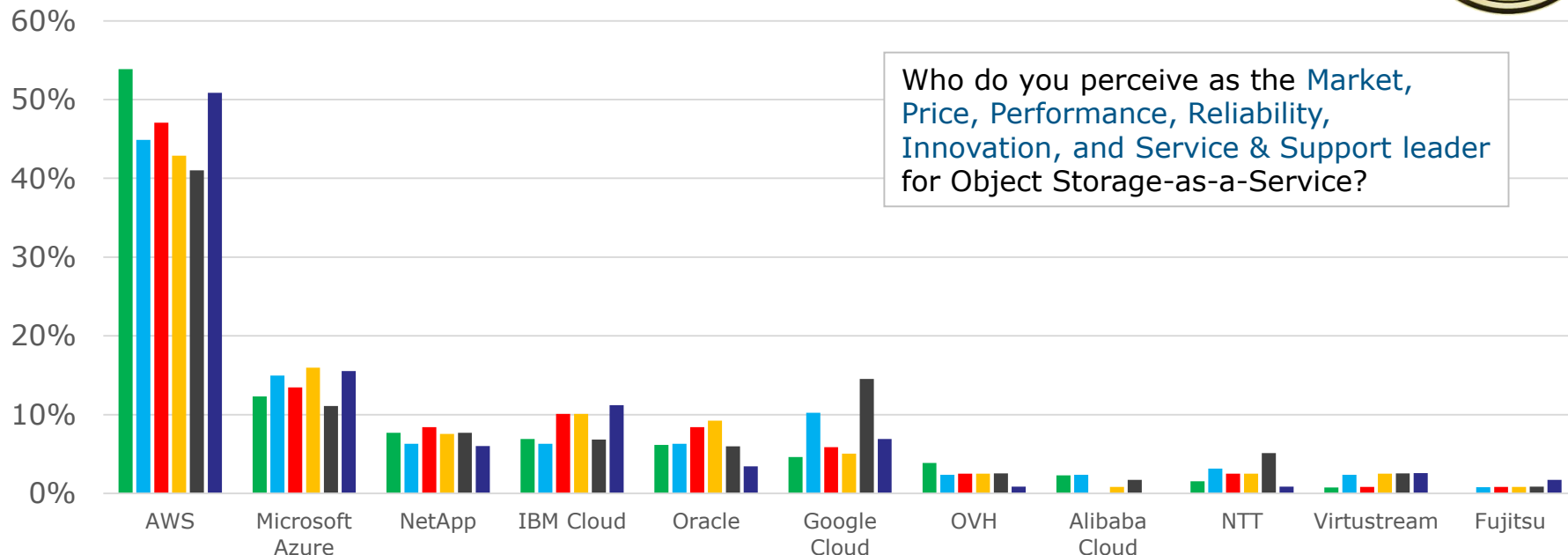
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Object Storage-as-a-Service



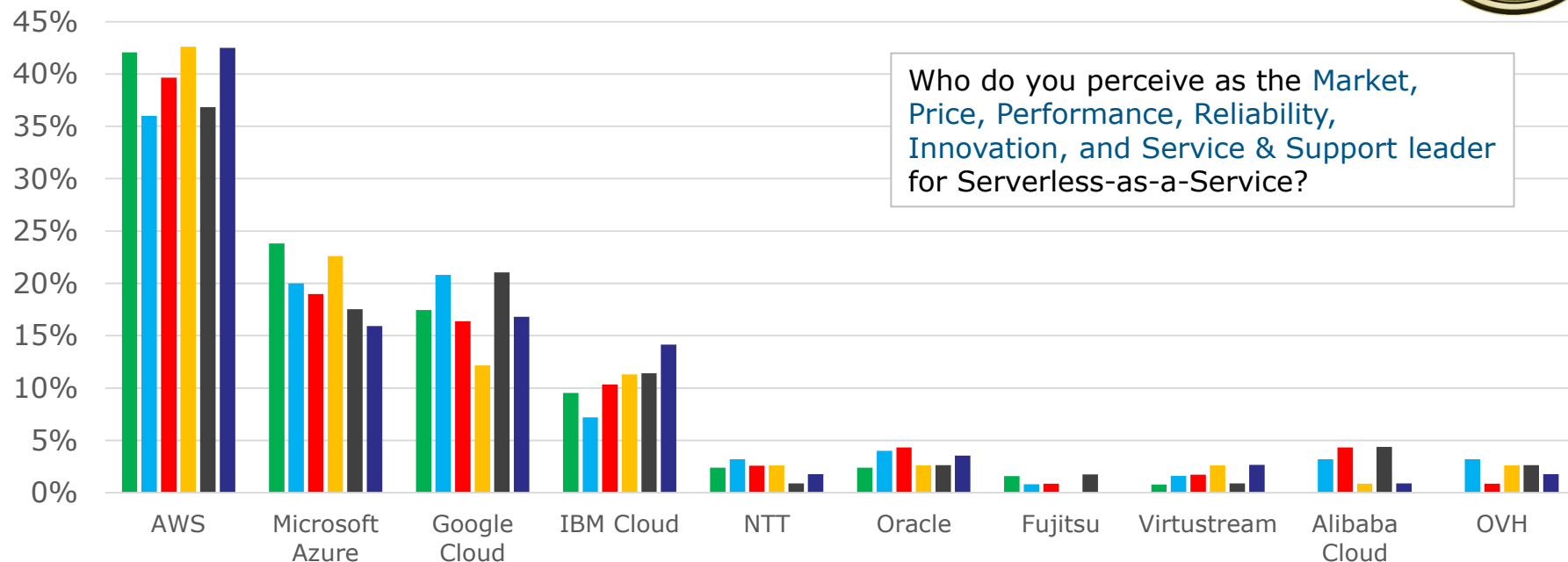
■ Market ■ Price ■ Performance ■ Reliability ■ Innovation ■ Service & Support



Serverless-as-a-Service



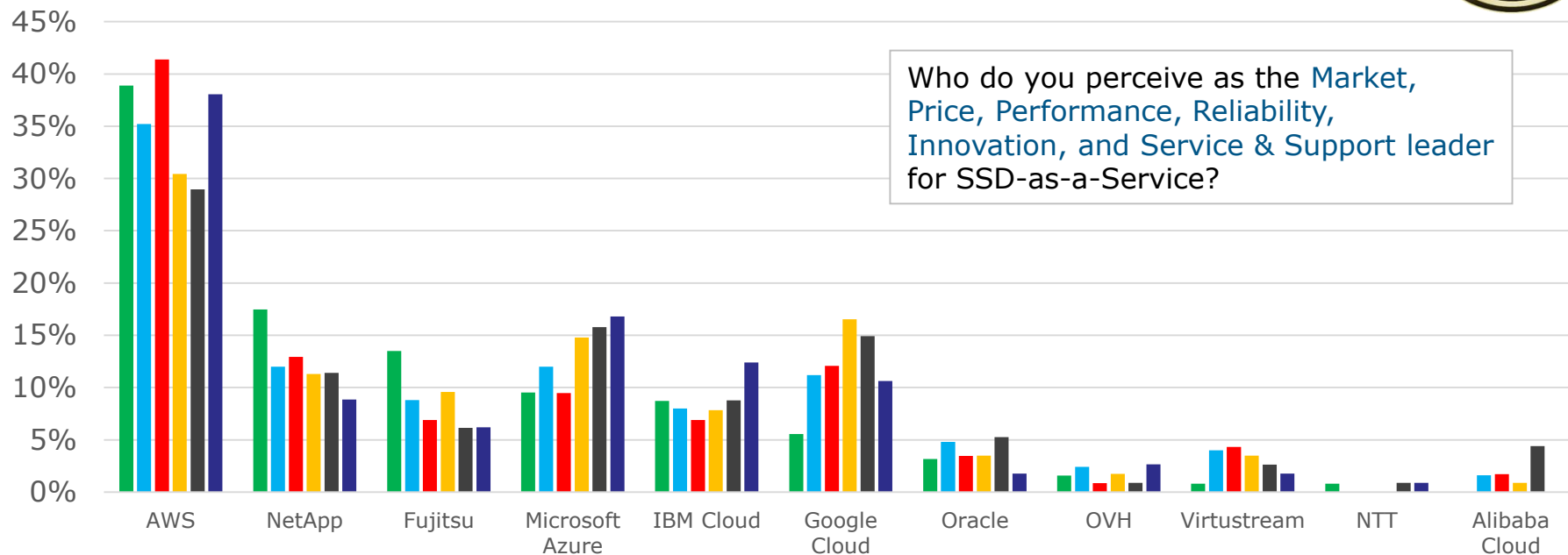
■ Market ■ Price ■ Performance ■ Reliability ■ Innovation ■ Service & Support



SSD-as-a-Service



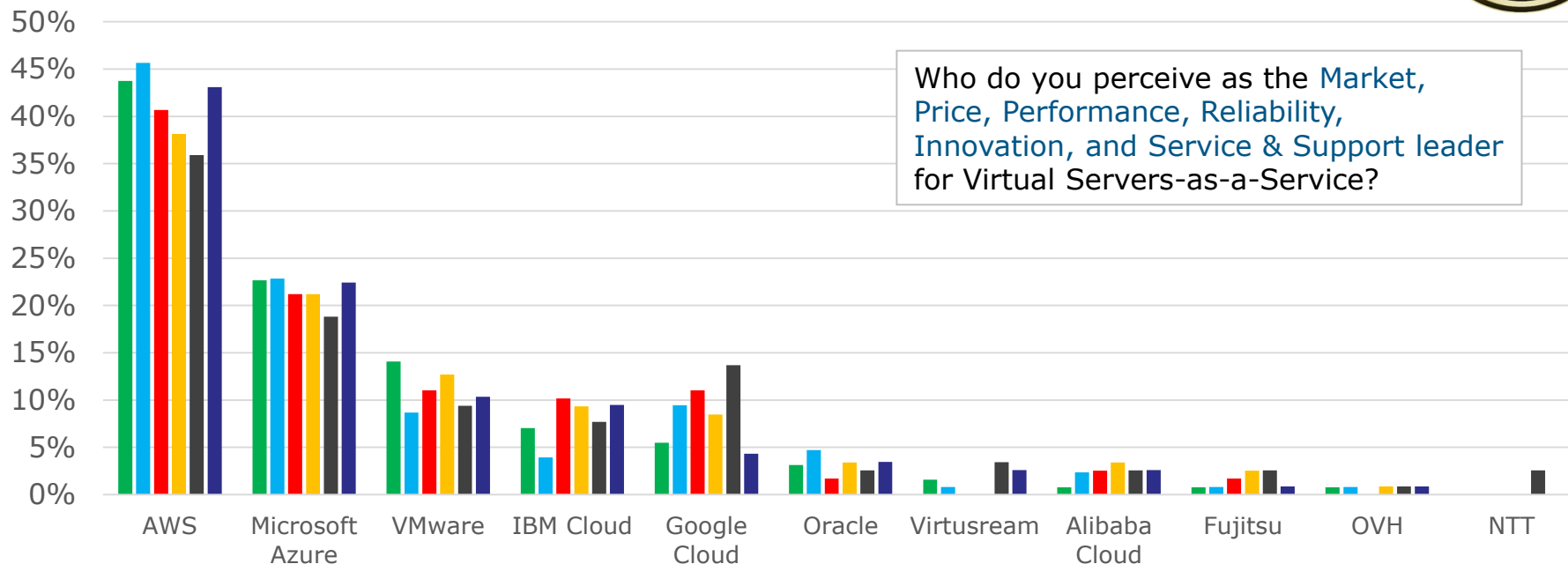
Market Price Performance Reliability Innovation Service & Support



Virtual Servers-as-a-Service



Market Price Performance Reliability Innovation Service & Support



About the Author



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A trail of approximately 20 grey dots starts from the right side of the word 'PULSE' and curves upwards and to the right, ending near the word 'BRAND'. The dots are of varying sizes and are arranged in a way that suggests a path or a signal.