



# 2022 IT Brand Leader Survey Report

## Flash Products

# Flash Brand Leader Survey Report



The 2022 Flash brand leader surveys cover 9 Flash 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](mailto:info@itbrandpulse.com).

# Table of Contents

<b>2022 Flash Brand Leader Survey</b>	<b>Page</b>
<b>Brand Leader Survey Methodology</b>	4
<b>Brand Leader Voting Definitions</b>	5
<b>Survey Respondent Title/Job Description</b>	7
<b>Survey Respondent Data Center Environment</b>	8
<b>2022 Flash Brand Leader Survey Winners Chart</b>	10
<b>Product Category Definitions</b>	11
<b>Summary Analysis</b>	12
<b>SSD 2022 Brand Leader Chart</b>	13
<b>NVDIMM 2022 Brand Leader Chart</b>	14
<b>Computational Storage 2022 Brand Leader Chart</b>	15
<b>All Flash SAN Array 2022 Brand Leader Chart</b>	16
<b>All Flash NAS Array 2022 Brand Leader Chart</b>	17
<b>Hybrid HDD/SSD Array 2022 Brand Leader Chart</b>	18
<b>On-Prem All-Flash Storage-as-a-Service 2022 Brand Leader Chart</b>	19
<b>Big Memory Software 2022 Brand Leader Chart</b>	20
<b>All-Flash Scale-Out File &amp; Object Storage Systems 2022 Brand Leader Chart</b>	21
<b>About the Author</b>	22

# 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 Flash Brand Leader Survey was conducted in 2020.
  - 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.
  - 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> **innovation** leader?
  6. Who do you perceive as the <product category> **service & support** leader?

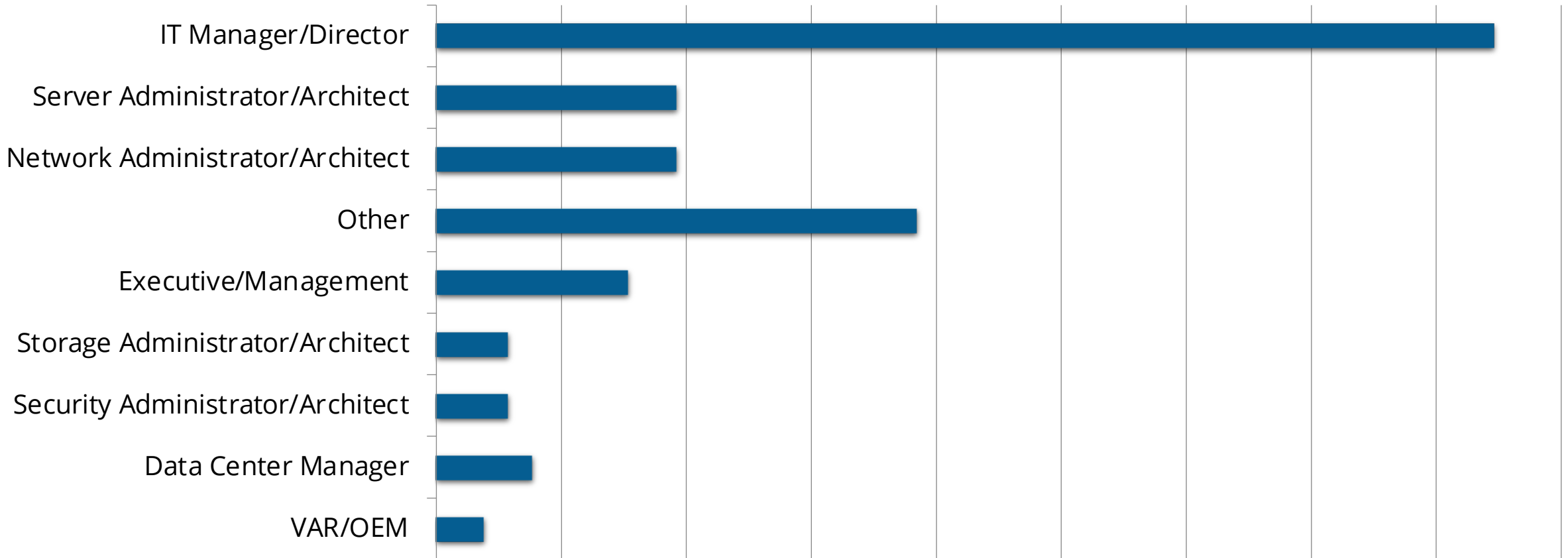
# Brand Leader Definitions



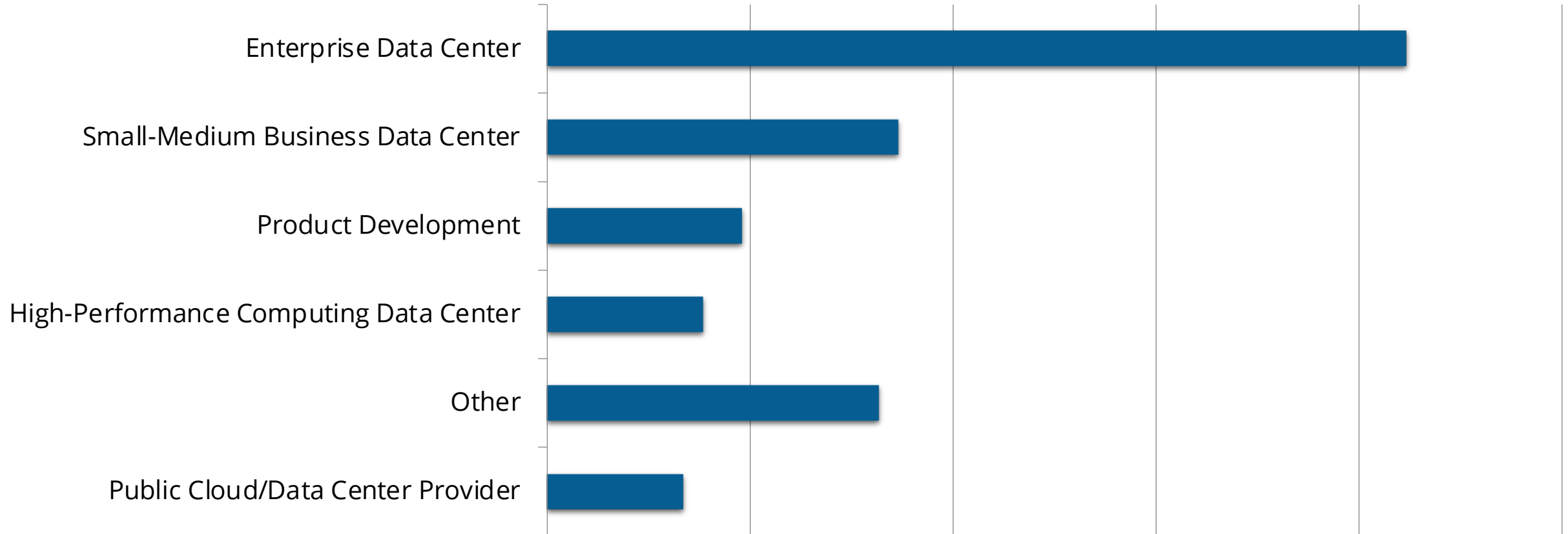


# 2022 IT Brand Leader Survey Report Respondent Profiles

# Respondent Title/Job Description:



# Your environment is best described as:







# 2022 IT Brand Leader Survey Report Survey Results



# Product Category Definitions



- **SSD:** SAS/SATA or NVMe SSD modules in various form-factors
- **NVDIMM:** DIMM packages with some type of non-volatile memory on-board
- **Computational Storage:** Compute moved to processing inside flash storage systems for applications like pattern matching, indexing, and searching
- **All Flash SAN Array:** All-flash arrays for block storage with FC and/or iSCSI interfaces
- **All Flash NAS Array:** All-flash arrays for file storage with Ethernet interfaces
- **Hybrid HDD/SSD Array:** SAN and/or NAS arrays supporting HDDs and SSDs
- **On-Prem All-Flash Storage-as-a-Service:** All-flash object, block or file storage as-a-service available on-premises at a customer
- **Big Memory Software:** Big Memory Software virtualizes DRAM, block-addressable persistent memory, and/or byte addressable persistent memory. Once virtualized, a software-defined memory tier is formed with memory services for better performance, utilization, and availability.
- **All-Flash Scale-Out File & Object Storage Systems:** Systems in which the total amount of file and/or object storage space can be expanded by adding arrays or servers. When a scale-out system reaches its storage limit, another array can be added to expand the system capacity.

# Summary Analysis



- **Samsung SSD Market Leader for Eighth Consecutive Year, New Computational Storage Market Leader**

- From 2011 to 2013, companies not named Samsung were perceived as market leaders for SSD. From 2014 on, Samsung has reigned as the undisputed brand leader for enterprise SSDs as IT pros selected the company as market leader in eight consecutive IT brand leader surveys. Samsung was also voted as the leader in 2 other categories of brand leadership. Intel was selected as the leader in Performance, Reliability, and Service & Support.

- **Enterprise storage leader Dell Technologies selected as market leader for All Flash San Array, All Flash NAS Array, Hybrid HDD/SSD, All-Flash Scale-out File & Object Systems, and On-Prem All-Flash Storage-as-a-Service**

- In a repeat from last year's survey results, Dell Technologies was voted the market leader for All Flash SAN Array, All Flash NAS Array, Hybrid HDD/SSD, and All-Flash Scale-out File & Object Systems. The company also tied in voting for market leader for On-Prem All-Flash Storage-as-a-Service, a reflection of the success of the new APEX offering.

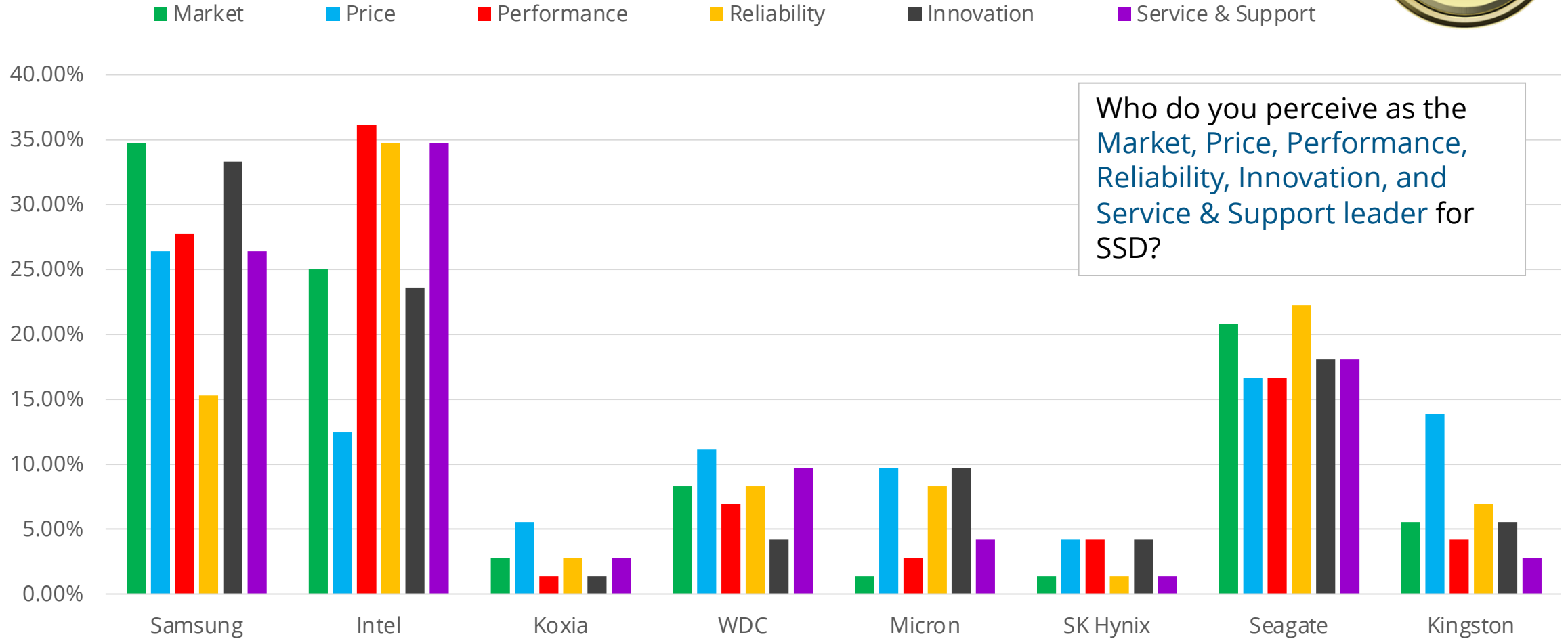
- **Intel® Optane™ Persistent Memory Chosen as Market Leader for NVDIMM**

- As on-prem and cloud customers evaluate and deploy persistent memory, IT pro appreciation for the Intel Optane brand grows. The company swept all six categories of NVDIMM brand leadership with the most votes for market, innovation, performance, reliability, price, and service & support leadership.

- **HPE Ties as Market Leader, Voted Innovation Leader for On-Prem Storage-as-a-Service**

- HPE is the undisputed "marketing" leader in on-prem infrastructure-as-a-service. Their massive marketing thrust is certainly behind IT pros selecting HPE as the market leader for on-prem Storage as-as-Service. The company was also voted as the Innovation and Service and Support Leader, indicating their continuous flow of new GreenLake programs is recognized.

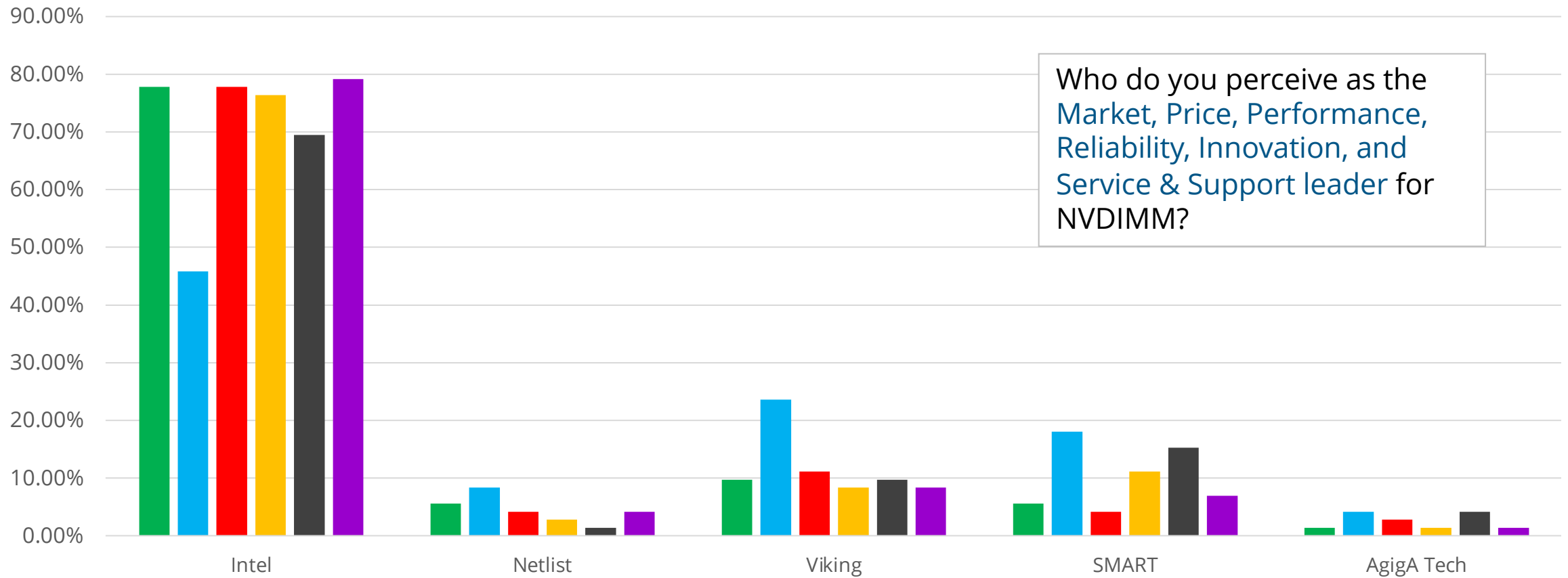
# SSD



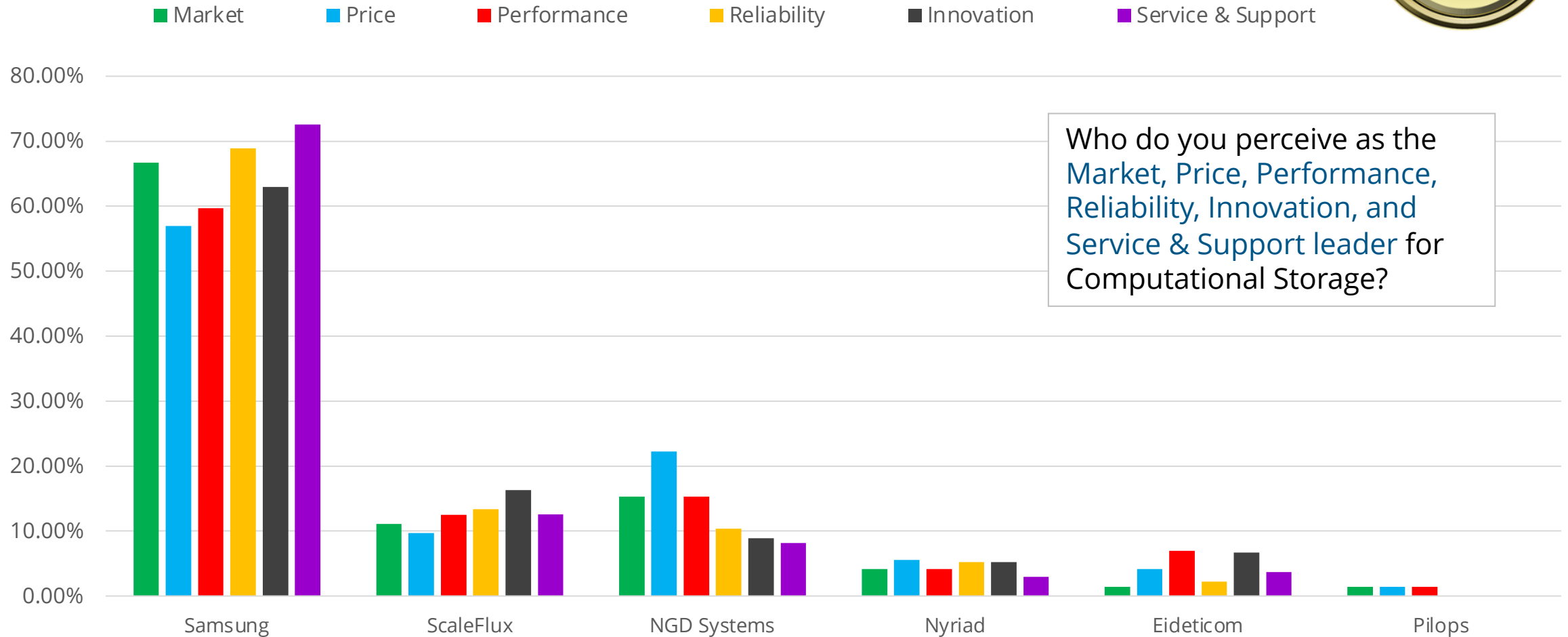
# NVDIMM



Market Price Performance Reliability Innovation Service & Support



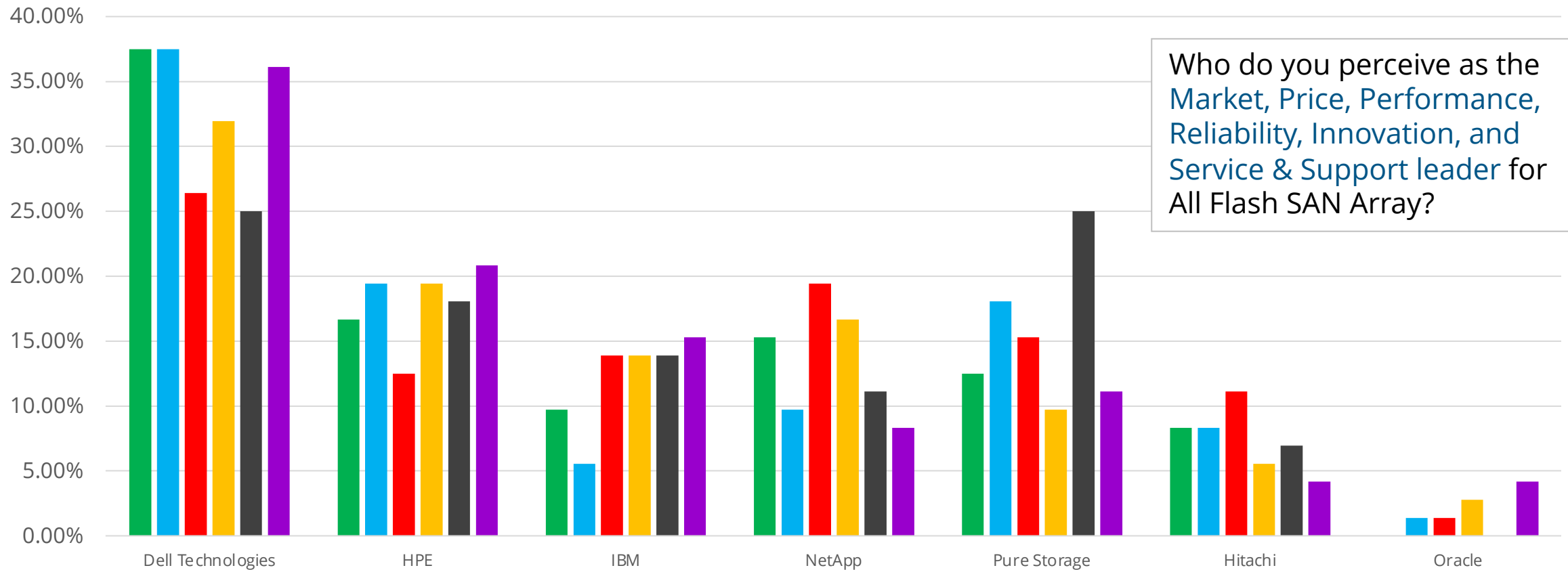
# Computational Storage



# All Flash SAN Array



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



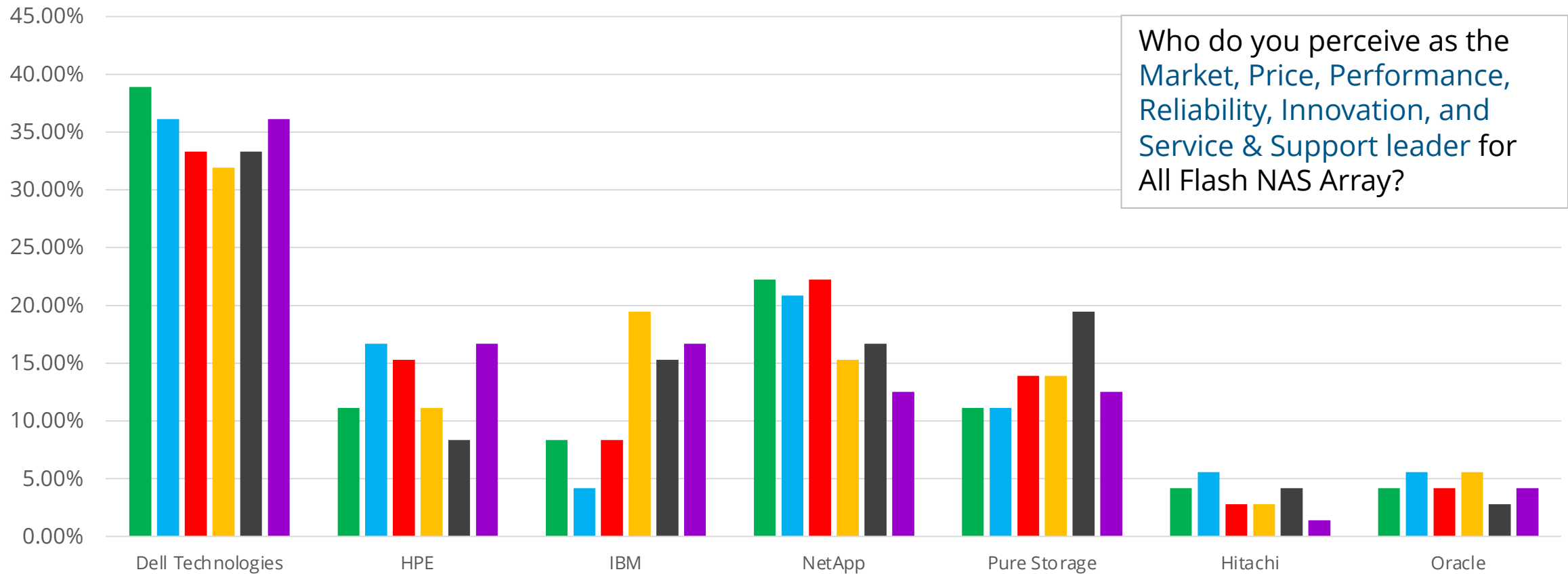
Who do you perceive as the Market, Price, Performance, Reliability, Innovation, and Service & Support leader for All Flash SAN Array?



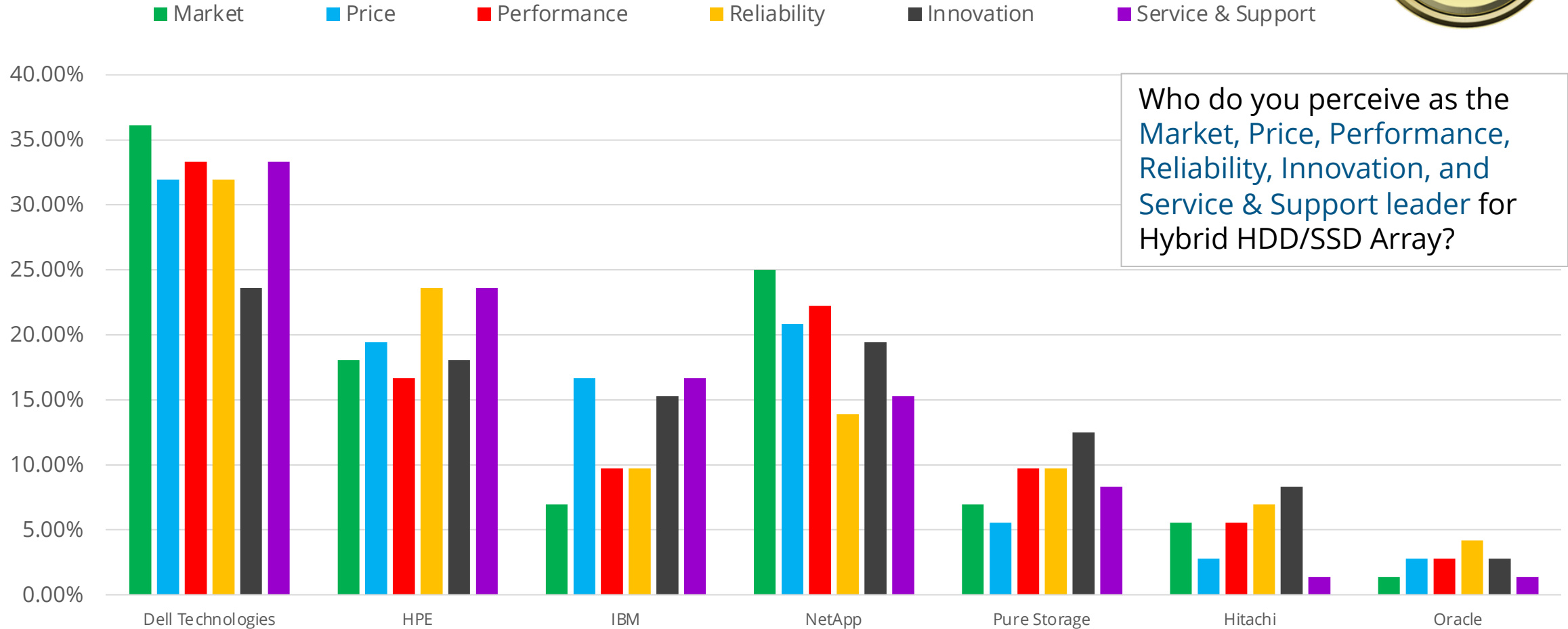
# All Flash NAS Array



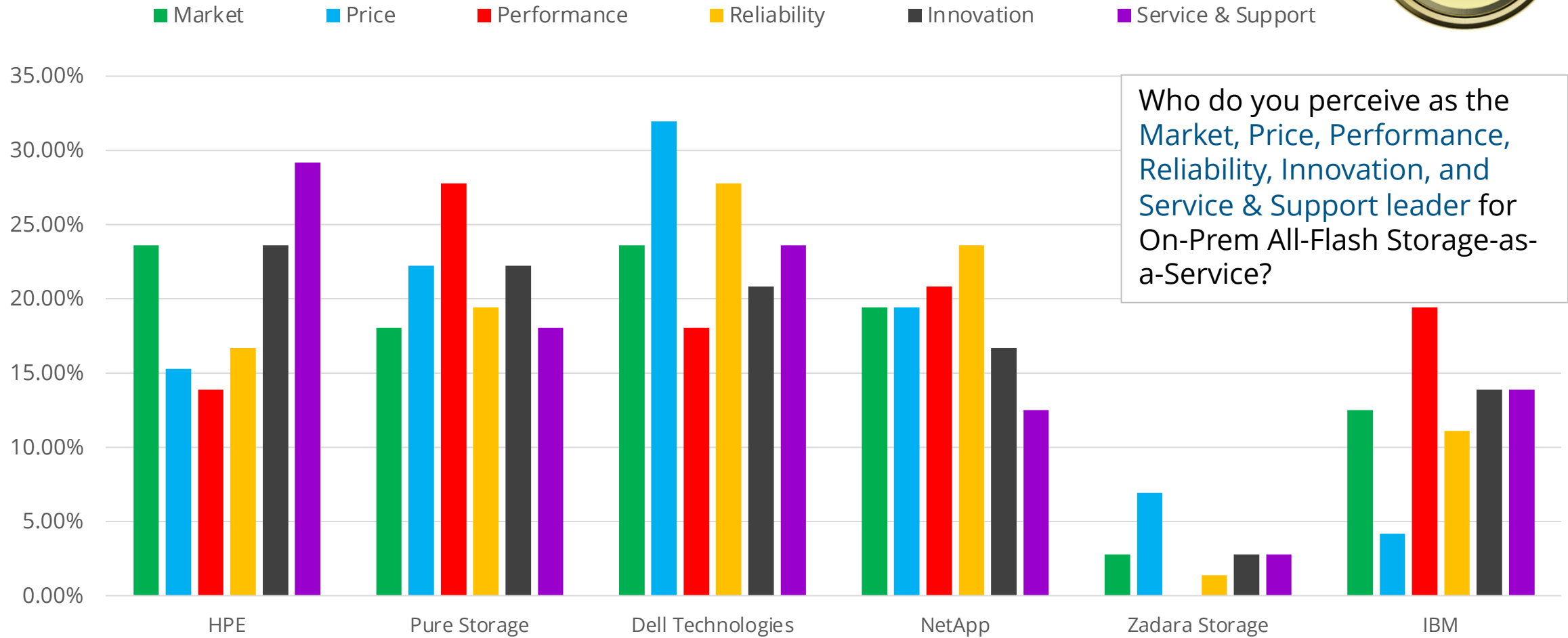
Market Price Performance Reliability Innovation Service & Support



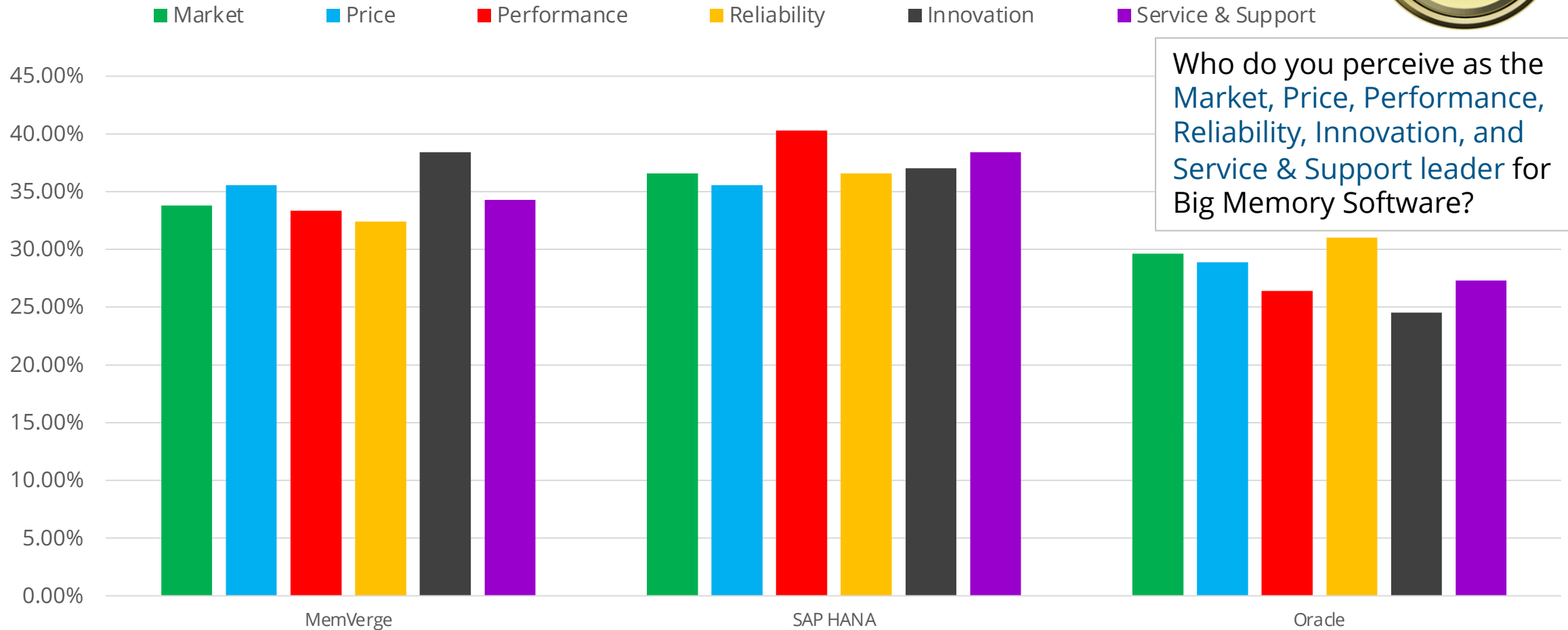
# Hybrid HDD/SSD Array



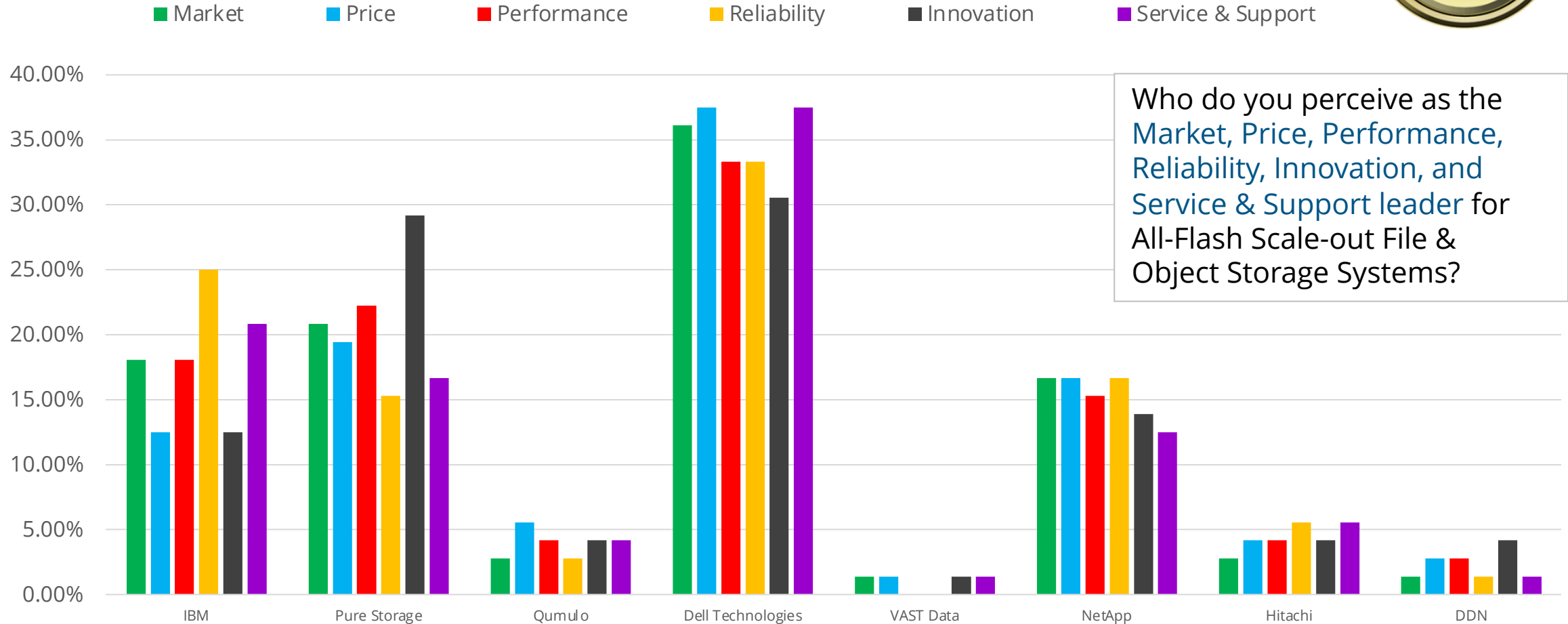
# On-Prem All-Flash Storage-as-a-Service



# Big Memory Software



# All-Flash Scale-Out File & Object Storage Systems



Who do you perceive as the Market, Price, Performance, Reliability, Innovation, and Service & Support leader for All-Flash Scale-out File & Object Storage Systems?

# About the Author



Frankie Berry  
Senior Analyst and Managing Partner  
[Frankie.berry@itbrandpulse.com](mailto:Frankie.berry@itbrandpulse.com)

# IT BRAND PULSE™

The logo features the text 'IT BRAND' in a bold, sans-serif font, with 'IT' in blue and 'BRAND' in white. Below it, 'PULSE' is written in a smaller, white, sans-serif font with a trademark symbol. A decorative graphic of grey dots is positioned between 'BRAND' and 'PULSE', and another cluster of grey dots is located below 'PULSE'.