



AI Brand Leader Report

Survey results for 28 Enterprise AI
Infrastructure Products

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Enterprise AI Infra 2026 Brand Leaders

	Product Category	Market Leader	Innovation Leader
	Servers		
1	Enterprise AI Factory	Dell	Dell
2	Enterprise AI Training Servers	Dell	Dell
3	Enterprise AI Inference Servers	Dell	Dell
4	Enterprise Dense GPU Servers	Supermicro	Supermicro
5	Enterprise Liquid-Cooled AI Servers	HPE	HPE
6	Enterprise Edge AI Servers	Dell	Dell
	Storage		
7	Primary Flash Storage for AI	Dell	Everpure
8	Primary Disk Storage for AI	Dell	Dell
9	Scale-Out File Storage for AI	Dell	Everpure
10	Object Storage for AI	Dell	Dell
11	Hyperconverged Appliances for AI	Nutanix	Nutanix
12	AI Data Lakehouse Platforms	Databricks	Databricks
13	Global AI Storage Fabric Platforms	IBM	IBM
14	Edge AI Storage Platforms	Dell	Dell
15	Enterprise DRAM DIMMs	Samsung	Samsung
16	Enterprise AI SSDs	Samsung	Samsung
17	Computational Storage	ScaleFlux	ScaleFlux
	Networking		
18	Core Switches	NVIDIA	NVIDIA
19	Edge Switches	NVIDIA	NVIDIA
20	AI Accelerator Fabric Switches	Broadcom	Astera Labs
	AI Infrastructure Operations		
21	AI Infrastructure Management	Dell	Dell
22	Datacenter Power & Cooling Management Platforms	Vertiv	Vertiv
23	AI Observability Platforms	Datadog	Datadog
	CXL Products		
24	CXL Memory Expansion Modules (CMM)	Samsung	Samsung
25	CXL Memory Add-In Cards (AICs)	Penguin Solutions	Penguin Solutions
26	CXL Pooling Systems	LIQID	LIQID
27	CXL Memory Controllers	Montage	Montage
28	CXL Switches	Marvell	Marvell

Executive Summary

The 2026 Enterprise AI Infrastructure Products Brand Leader Surveys show that enterprise AI infrastructure is rapidly consolidating around a small number of trusted platform brands, while IT pro perceptions of innovation leadership are emerging in specialized layers such as dense GPU systems, flash storage, CXL fabrics, observability, and AI data platforms.

Dell is the most broadly recognized enterprise AI infrastructure brand across the survey, leading in ten product categories. Its strength reflects the market's preference for integrated, enterprise-ready infrastructure stacks that combine compute, storage, management, services, and operational support.



The survey results show that no single vendor controls the entire AI infrastructure stack. Leadership is forming by layer: Dell and HPE in enterprise systems, NVIDIA in AI networking, Vertiv in power and cooling management, Datadog in observability, Databricks in AI data platforms, Samsung in memory and SSDs, and Marvell in CXL switching.

A key theme is the same vendor leads voting for market and innovation leadership, signaling strong alignment between brand trust and perceived technical advancement. In other categories, such as Primary Flash Storage for AI, Scale-Out File Storage for AI, and AI Accelerator Fabric Switches, votes for innovation leadership shifts to different vendors, indicating areas where buyers perceive newer architectures or specialized AI designs as more forward-looking than incumbent market share.

The survey results confirm that enterprise AI infrastructure is becoming a full-stack market. Buyers are no longer evaluating AI servers, storage, networking, memory, and operations as isolated purchases.

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Summary Analysis

The 2026 Enterprise AI Infrastructure Products Brand Leader Surveys reveal a market transitioning from early AI infrastructure experimentation to enterprise-scale deployment. The strongest brands are those perceived as reducing deployment risk, integrating multiple infrastructure layers, and helping customers operationalize AI at scale.

Dell stands out as the broadest leader in the survey. Its leadership across AI Factory, training servers, inference servers, edge AI servers, infrastructure management, and multiple storage categories shows that buyers associate Dell with end-to-end enterprise AI readiness. This is especially important because enterprise AI infrastructure requires more than accelerator capacity. It requires validated systems, storage architecture, lifecycle management, services, and operational consistency.

HPE shows particular strength in areas tied to high-performance computing, liquid cooling, private AI cloud, and operations. HPE leads Enterprise Liquid-Cooled AI Servers and remains a strong second-place brand in several major categories, including AI Factory, inference servers, edge servers, AI infrastructure management, and power-adjacent operations. This suggests HPE is viewed as a premium enterprise AI infrastructure provider, especially where HPC heritage and advanced cooling matter. Supermicro's leadership in Enterprise Dense GPU Servers confirms its strong association with high-density accelerator platforms. While Dell and HPE dominate many enterprise systems categories, Supermicro is strongly perceived as a specialist in GPU-dense AI compute. This is one of the clearest examples of category-specific leadership in the survey.

The storage results show a split between market trust and innovation perception. Dell leads several market categories, including Primary Flash Storage for AI, Primary Disk Storage for AI, Scale-Out File Storage for AI, Object Storage for AI, and Edge AI Storage. However, Everpure (Pure Storage) leads innovation in Primary Flash Storage for AI and Scale-Out File Storage for AI, suggesting that buyers recognize Dell's enterprise footprint while crediting Pure Storage with stronger perceived innovation in flash-based AI data infrastructure.

Networking is one of the most concentrated areas of the survey. NVIDIA leads voting for leadership in both AI Core Switches and AI Edge Switches, reflecting its strong association with AI cluster fabrics and accelerator-scale networking. In AI Accelerator Fabric Switches, Broadcom leads voting for market leader, while Astera Labs leads voting for innovation leader, showing an important split between established interconnect leadership and emerging CXL/PCIe fabric innovation.

CXL is emerging as one of the most strategically important new infrastructure layers. The following vendors led voting for market and innovation leader: Samsung for CXL Memory Expansion Modules, Penguin Solutions for CXL Memory Add-In Cards, LIQID for CXL Pooling Systems, Montage for CXL Memory Controllers, and Marvell for CXL Switches. This fragmentation shows that CXL is not yet a single-vendor market; it is a developing ecosystem spanning modules, add-in cards, controllers, switches, and pooled memory systems.

AI operations is becoming a distinct layer of brand leadership. Dell leads voting in AI Infrastructure Management, Vertiv is perceived as the Datacenter Power & Cooling Management Platform leader, and Datadog led voting for leadership in AI Observability Platforms. These results indicate that buyers now see AI infrastructure operations as more than systems management. It includes power telemetry, liquid cooling, datacenter efficiency, model behavior, pipeline visibility, and full-stack AI observability.

Overall, the survey points to a layered AI infrastructure market. Enterprise buyers are rewarding large platform vendors where integration and trust matter, while also recognizing specialized innovators in storage, dense compute, accelerator fabrics, CXL, and AI operations. The result is an AI infrastructure stack where brand leadership depends not only on product breadth, but on credibility within each technical layer of the AI factory.

Looking Forward

Enterprise AI infrastructure is entering a new phase of maturity. During the first wave of AI adoption, buyers focused primarily on acquiring GPU capacity and building pilot environments. Over the next three to five years, competitive differentiation will shift away from individual hardware components toward complete AI infrastructure platforms that integrate compute, storage, networking, memory, security, operations, and lifecycle management into cohesive AI factories.

As AI deployments expand from isolated projects to mission-critical enterprise applications, brand leadership will increasingly be defined by a vendor's ability to simplify complexity, reduce deployment risk, and deliver measurable business outcomes. Buyers will place greater value on validated architectures, open ecosystems, operational automation, sustainability, and trusted partner relationships than on individual product specifications alone.

IT Brand Pulse expects enterprise AI purchasing decisions to become more platform-oriented, with infrastructure vendors competing on the strength of their complete AI ecosystem rather than individual products. Vendors that successfully demonstrate interoperability across heterogeneous environments, including GPUs, CPUs, networking fabrics, storage systems, memory technologies, and AI software stacks, will strengthen both their market leadership and innovation leadership over time.

At the same time, emerging infrastructure technologies, including CXL-based memory expansion and pooling, liquid cooling, AI observability, accelerator fabrics, and intelligent infrastructure operations, will create new opportunities for specialized vendors to establish leadership in rapidly growing categories before broader market consolidation occurs.

Predictions

Prediction 1: AI Factory platforms become the primary buying model.

Within the next three years, enterprise customers will increasingly evaluate AI infrastructure as complete AI factories rather than individual servers, storage arrays, or networking products. Purchasing decisions will emphasize validated end-to-end architectures that integrate compute, networking, storage, security, operations, and services into deployable solutions. Vendors with complete platform portfolios and strong ecosystem partnerships will expand their brand leadership.

Prediction 2: Operational software becomes as important as hardware.

As AI environments grow in scale and complexity, infrastructure management, observability, automation, power optimization, and lifecycle operations will become major purchasing criteria. Buyers will increasingly differentiate vendors based on operational simplicity, automation, resiliency, and visibility rather than raw hardware performance alone. Brand leadership will increasingly be earned through superior software experiences that maximize infrastructure utilization and reduce operational costs.

Prediction 3: CXL will redefine enterprise memory architecture.

Compute Express Link (CXL) technologies will move from early adoption to mainstream enterprise deployments as organizations seek larger memory pools, higher infrastructure utilization, and more efficient AI resource sharing. Memory expansion modules, pooled memory systems, intelligent memory controllers, and CXL switching fabrics will become strategic components of enterprise AI factories. Vendors that establish early leadership in composable memory architectures will be well positioned to shape one of the next major waves of AI infrastructure investment.



What it means

Market leadership is not simply about size or revenue. In the AI world, it signals a brand's ability to set direction for the industry. A market leader defines categories, influences standards, attracts ecosystems, and becomes the default choice for buyers who want confidence and continuity.

Why it matters

AI buyers, especially enterprise buyers, want stability as much as innovation. They want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance.

The AI compute, storage, and networking market is in relentless flux. Technology leaps, pricing shifts, and competitive plays happen at breakneck speed. Brand leadership whipsaws as yesterday's innovators become today's laggards, while new entrants seize fleeting advantages. Perceptions shift constantly, creating volatility in trust, adoption, and market dominance. In this environment, market leadership becomes a stabilizing force.

In AI infrastructure, brands like NVIDIA and Dell demonstrate this dynamic. When IT Brand Pulse surveys AI infrastructure professionals, these brands emerge as primary beneficiaries, leveraging scale, ecosystems, and innovation to capture mindshare, reinforce leadership, and amplify perceptions of enduring strength and trust.

Market leadership becomes a strategic moat, one that can outlast technological cycles. A strong market leader builds ecosystem gravity that attracts developers, partners, integrations, and corporate alliances. Developers learn CUDA; universities teach CUDA; startups build on CUDA. This ecosystem gravity makes market leadership self-reinforcing in ways that pure technical advantages cannot match.



What it means

In AI, innovation is not optional. It's survival. Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's not about hype. It's about consistently releasing smarter models, introducing new techniques, improving performance, speed, and efficiency, challenging assumptions and solving previously unsolved problems.

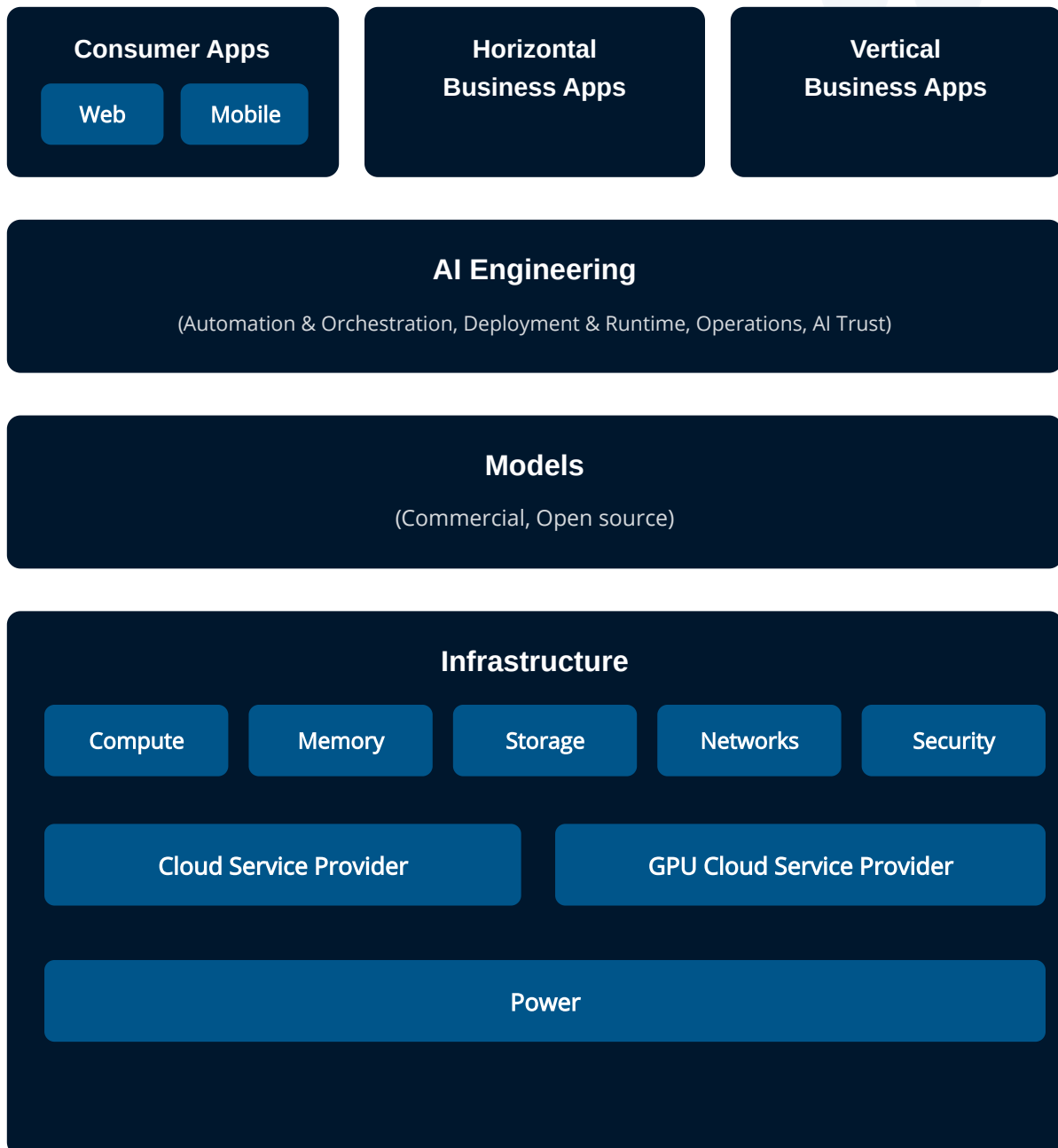
Why it matters

AI companies are judged by their rate of progress. Buyers want assurance that a brand's solutions won't fall behind as models and hardware evolve. Innovation demonstrates vitality, proof that the brand is not static. Innovation leadership attracts top engineering talent, fuels investor confidence, inspires developers to build on the platform, signals that the brand is shaping the future, not reacting to it.

In a market where yesterday's breakthrough becomes today's baseline, intelligence leadership is one of the strongest predictors of long-term viability. The brands that win are those that make others react to them, not the other way around. Consider how quickly the landscape shifts: a model architecture that was revolutionary six months ago is now table stakes. Inference speeds that were impressive last quarter are now minimum requirements. In this environment, a brand's innovation velocity becomes a signal of its future relevance. Buyers aren't just evaluating what a brand can do today; they're evaluating whether it will still be leading tomorrow.

AI Product Taxonomy

The product categories covered in this survey are part of the AI Infrastructure layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



Category Definitions

Enterprise AI Factory	End-to-end, GPU-agnostic enterprise AI infra stack including some or all of the following: AI compute, networking, software, security, storage, orchestration, services, and operational models
Enterprise AI Training Servers	GPU-agnostic, large-scale model training systems optimized for distributed AI training, foundation models, and HPC AI workloads
Enterprise AI Inference Servers	GPU-agnostic, production model serving systems focused on latency, throughput, and enterprise AI deployment efficiency
Enterprise Dense GPU Servers	GPU-agnostic, high accelerator-density platforms maximizing GPUs per chassis or rack for LLMs and accelerated computing
Enterprise Liquid-Cooled AI Servers	GPU-agnostic, direct liquid-cooled (DLC) AI compute systems designed for high rack power and thermal density
Enterprise Edge AI Servers	GPU-agnostic, distributed low-latency AI systems for industrial, telecom, retail, healthcare, and branch deployments
AI Infrastructure Management	Unified management platforms spanning servers, storage, networking, GPU infrastructure, lifecycle management, monitoring, and automation across AI environments
Datacenter Power & Cooling Management Platforms	Platforms managing rack power, thermal telemetry, liquid cooling systems, capacity planning, and datacenter infrastructure efficiency
AI Observability Platforms	Platforms providing visibility into AI models, agents, infrastructure, pipelines, quality, performance, and operational behavior
Primary Flash Storage for AI	High-performance flash storage optimized for AI training, inference, and GPU acceleration workloads
Primary Disk Storage for AI	Hybrid and HDD-based primary storage systems optimized for large AI datasets, capacity-oriented AI workloads, archive-adjacent active data, and lower-cost AI storage tiers
Scale-Out File Storage for AI	Distributed parallel file systems optimized for GPU clusters and AI training pipelines
Object Storage for AI	Massively scalable object storage for AI datasets, multimodal content, and AI data lakes
Hyperconverged Appliances for AI	Integrated AI infrastructure appliances combining compute, storage, orchestration, and AI software
AI Data Lakehouse Platforms	Unified AI data platforms combining structured and unstructured AI data management

Global AI Storage Fabric Platforms	Create a unified, global data layer abstracting underlying storage systems into a single intelligent data fabric
Edge AI Storage Platforms	Distributed storage platforms optimized for edge AI inference, remote deployments, and synchronized AI data operations
Enterprise DRAM DIMMs	Server-grade Enterprise DRAM DIMMs include technologies such as DDR5 RDIMMs, LRDIMMs, and MRDIMMs designed for high-performance datacenter environments.
Enterprise AI SSDs	Designed for enterprise servers, storage systems, and AI infrastructure with optimized reliability, endurance, low latency, and massive throughput.
Computational Storage	Storage devices performing data processing, transformation, filtering, indexing, compression, or AI-related computations directly within or adjacent to storage systems.
AI Core Switches	AI Core Switches form the high-speed backbone of AI data center networks, connecting Top-of-Rack and leaf switches across AI clusters. They provide scalable, low-latency fabric connectivity required for large-scale AI training, inference, and AI factory operations.
AI Edge Switches	AI Edge Switches (Top-of-Rack) connect AI servers, storage systems, accelerators, and appliances within individual racks to the broader AI fabric. They provide high-bandwidth, low-latency networking that enables scalable AI training, inference, and AI factory deployments.
AI Accelerator Fabric Switches	AI Accelerator Fabric Switches interconnect GPUs, AI accelerators, CPUs, memory, and storage within high-performance AI systems. They enable low-latency, high-bandwidth communication, resource sharing, and scalable scale-up architectures for AI training, inference, and next-generation AI factories.
CXL Memory Expansion Modules (CMM)	CXL Memory Expansion Modules (CMMs) are memory modules that use Compute Express Link (CXL) to extend server memory capacity beyond traditional DRAM limits. They enable larger memory footprints, improved utilization, and scalable memory expansion for AI and data-intensive workloads.
CXL Memory Add-In Cards (AICs)	CXL Memory Add-in Cards (AICs) are PCIe expansion cards that add CXL-attached memory capacity to servers. They enable memory expansion, larger AI datasets, improved memory utilization, and cost-effective scaling beyond the limits of traditional DRAM configurations.
CXL Pooling Systems	Integrated hardware and software platforms that pool, share, and dynamically allocate memory resources across multiple servers using CXL fabrics. These systems typically include memory chassis, CXL switching infrastructure, management software, and composable resource orchestration.
CXL Memory Controllers	CXL Memory Controllers manage communication between processors, memory expansion modules, and pooled memory resources over Compute Express Link (CXL). They enable memory sharing, expansion, coherency, and composable memory architectures that improve utilization and scalability in AI and enterprise systems.
CXL Switches	CXL Switches enable high-speed interconnection and sharing of memory, accelerators, storage, and processors across AI and data center infrastructure. They form the fabric layer for memory pooling, resource composability, and next-generation scale-up AI architectures.

Survey Results

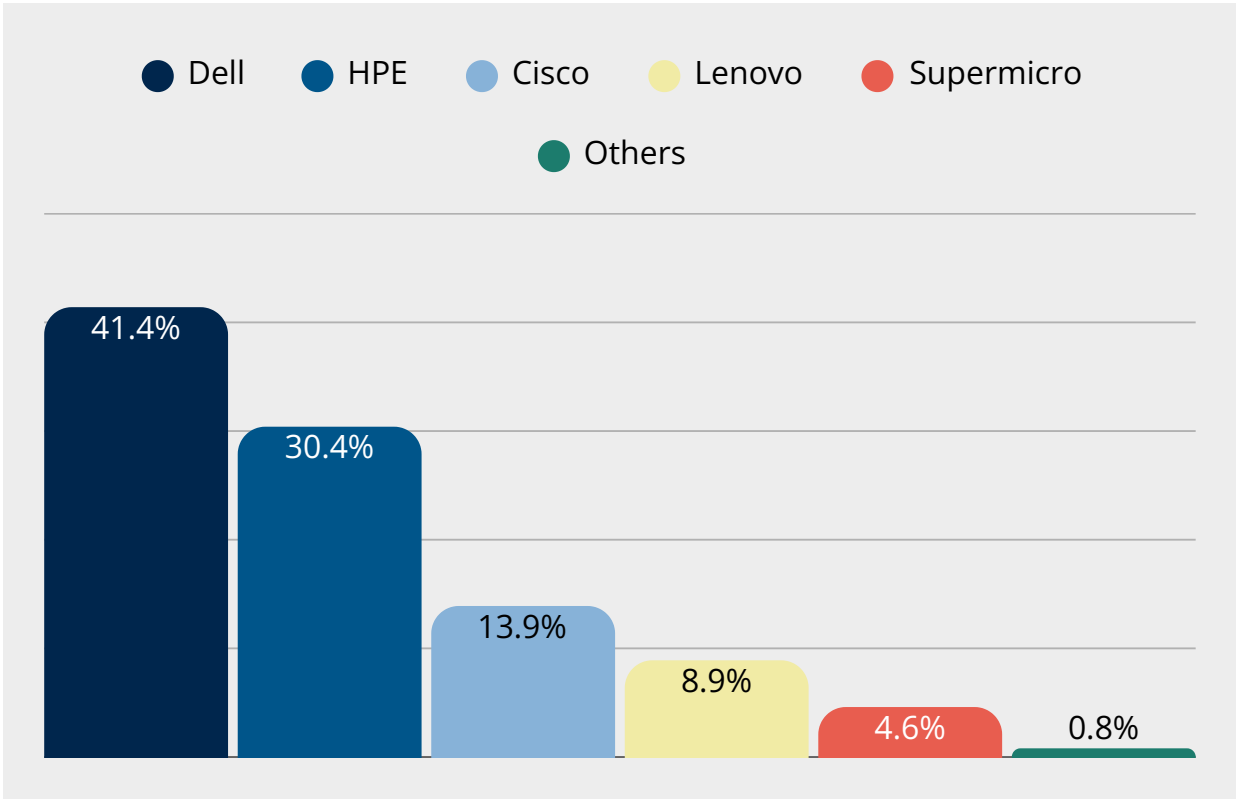
Enterprise AI Factory

Product Category	Market Leader	Innovation Leader
Enterprise AI Factory	Dell	Dell
Enterprise AI Training Servers	Dell	Dell
Enterprise AI Inference Servers	Dell	Dell
Enterprise Dense GPU Servers	Supermicro	Supermicro
Enterprise Liquid-Cooled AI Servers	HPE	HPE
Enterprise Edge AI Servers	Dell	Dell
Primary Flash Storage for AI	Dell	Everpure
Primary Disk Storage for AI	Dell	Dell
Scale-Out File Storage for AI	Dell	Everpure
Object Storage for AI	Dell	Dell
Hyperconverged Appliances for AI	Nutanix	Nutanix
AI Data Lakehouse Platforms	Databricks	Databricks
Global AI Storage Fabric Platforms	IBM	IBM
Edge AI Storage Platforms	Dell	Dell
Enterprise DRAM DIMMs	Samsung	Samsung
Enterprise AI SSDs	Samsung	Samsung
Computational Storage	ScaleFlux	ScaleFlux
Core Switches	NVIDIA	NVIDIA
Edge Switches	NVIDIA	NVIDIA
AI Accelerator Fabric Switches	Broadcom	Astera Labs
AI Infrastructure Management	Dell	Dell
Datacenter Power & Cooling Management Platforms	Vertiv	Vertiv
AI Observability Platforms	Datadog	Datadog
CXL Memory Expansion Modules (CMM)	Samsung	Samsung
CXL Memory Add-In Cards (AICs)	Penguin Solutions	Penguin Solutions
CXL Pooling Systems	LIQID	LIQID
CXL Memory Controllers	Montage	Montage
CXL Switches	Marvell	Marvell

Enterprise AI Factory



In Market Leader voting, 41.4% of IT professionals selected Dell AI Factory, followed by HPE Private Cloud AI (30.4%), Cisco Secure AI Factory (13.9%), Lenovo Hybrid AI Advantage (8.9%), and Supermicro (4.6%). The results show that IT professionals concentrated their votes on two brands, suggesting a relatively narrow field of vendors perceived to have the strongest enterprise AI factory offerings.

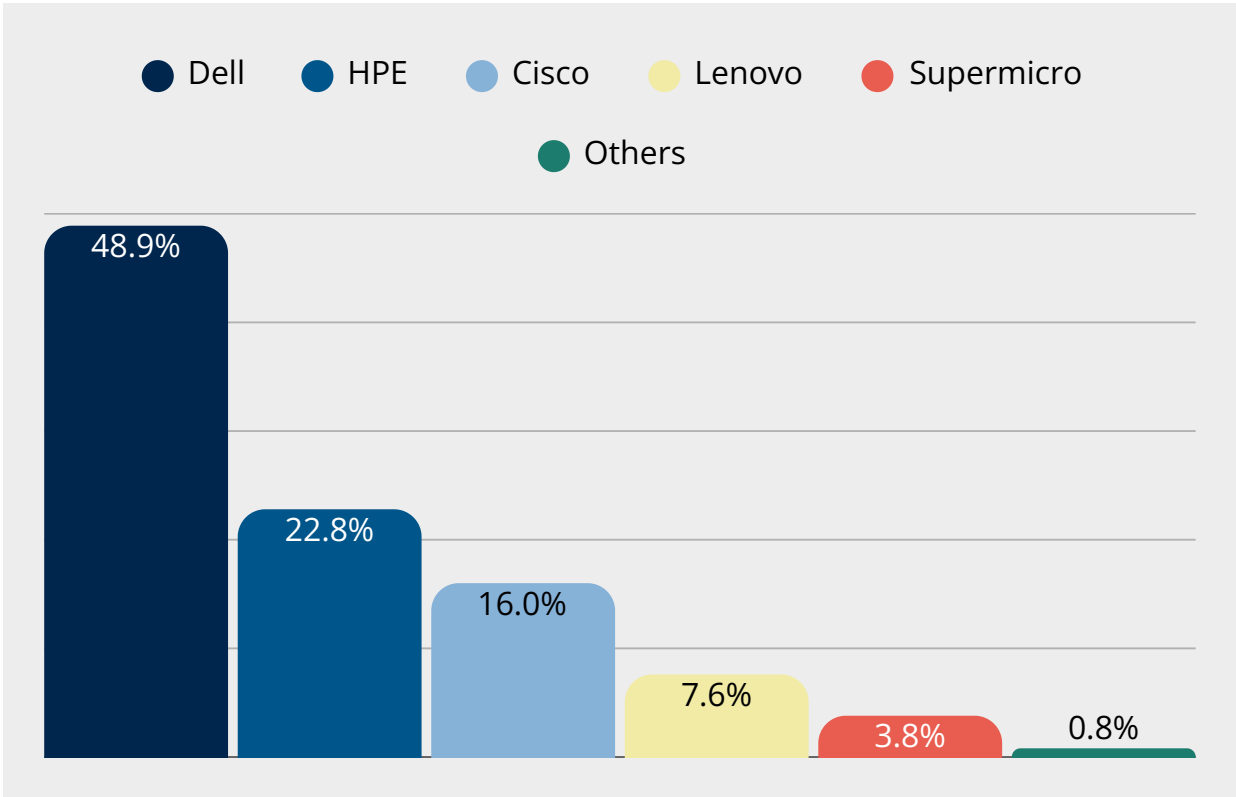


The voting reflects IT pro preference for vendors with broad infrastructure portfolios and validated AI reference architectures. Dell's strong showing may also reflect its sustained positive coverage of AI revenue growth, major enterprise AI customer wins, and its close strategic collaboration with NVIDIA, all of which have likely reinforced IT professionals' perceptions of the company's momentum in enterprise AI.

Enterprise AI Factory



In Innovation Leader voting, 48.9% of IT professionals selected Dell AI Factory, followed by HPE (22.8%), Cisco (16.0%), Lenovo (7.6%), and Supermicro (3.8%). Nearly half of all respondents voted for Dell, indicating a strong perception that its Enterprise AI Factory strategy is setting the pace for innovation in enterprise AI infrastructure.



Respondents appear to recognize vendors that are investing in integrated AI architectures, software, automation, validated AI factory designs, and close ecosystem collaboration. Dell's strong Innovation Leader showing likely reflects both its rapid expansion of AI infrastructure capabilities and sustained industry visibility through AI product announcements, revenue growth, and its strategic collaboration with NVIDIA.

Survey Results

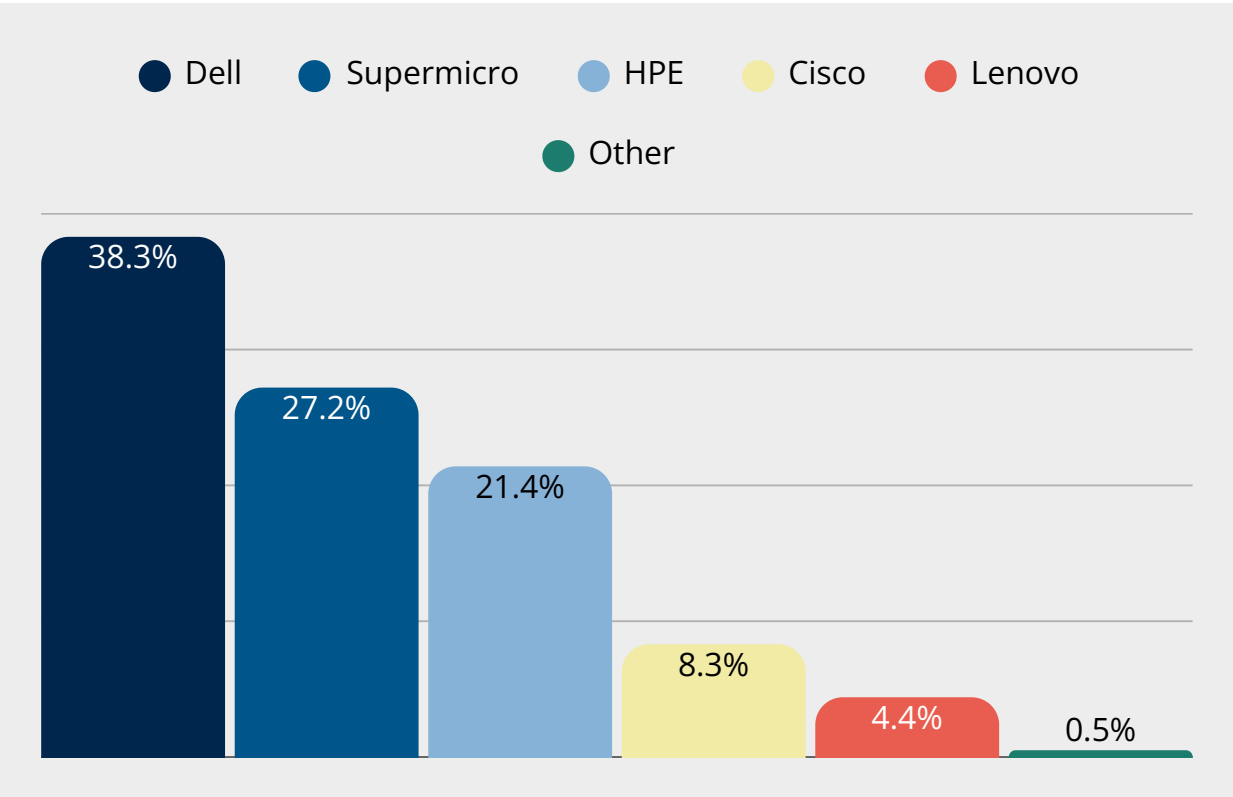
Enterprise AI Servers

Product Category	Market Leader	Innovation Leader
Enterprise AI Factory	Dell	Dell
Enterprise AI Training Servers	Dell	Dell
Enterprise AI Inference Servers	Dell	Dell
Enterprise Dense GPU Servers	Supermicro	Supermicro
Enterprise Liquid-Cooled AI Servers	HPE	HPE
Enterprise Edge AI Servers	Dell	Dell
Primary Flash Storage for AI	Dell	Everpure
Primary Disk Storage for AI	Dell	Dell
Scale-Out File Storage for AI	Dell	Everpure
Object Storage for AI	Dell	Dell
Hyperconverged Appliances for AI	Nutanix	Nutanix
AI Data Lakehouse Platforms	Databricks	Databricks
Global AI Storage Fabric Platforms	IBM	IBM
Edge AI Storage Platforms	Dell	Dell
Enterprise DRAM DIMMs	Samsung	Samsung
Enterprise AI SSDs	Samsung	Samsung
Computational Storage	ScaleFlux	ScaleFlux
Core Switches	NVIDIA	NVIDIA
Edge Switches	NVIDIA	NVIDIA
AI Accelerator Fabric Switches	Broadcom	Astera Labs
AI Infrastructure Management	Dell	Dell
Datacenter Power & Cooling Management Platforms	Vertiv	Vertiv
AI Observability Platforms	Datadog	Datadog
CXL Memory Expansion Modules (CMM)	Samsung	Samsung
CXL Memory Add-In Cards (AICs)	Penguin Solutions	Penguin Solutions
CXL Pooling Systems	LIQID	LIQID
CXL Memory Controllers	Montage	Montage
CXL Switches	Marvell	Marvell

Enterprise AI Training Servers



In Market Leader voting, 38.3% of IT professionals selected Dell PowerEdge XE Series, followed by Supermicro SuperServer GPU Systems (27.2%), HPE Cray XD Series (21.4%), Cisco UCS AI Training Systems (8.3%), and Lenovo ThinkSystem AI (4.4%). The voting reflects a competitive market, with three vendors receiving the vast majority of respondent selections.

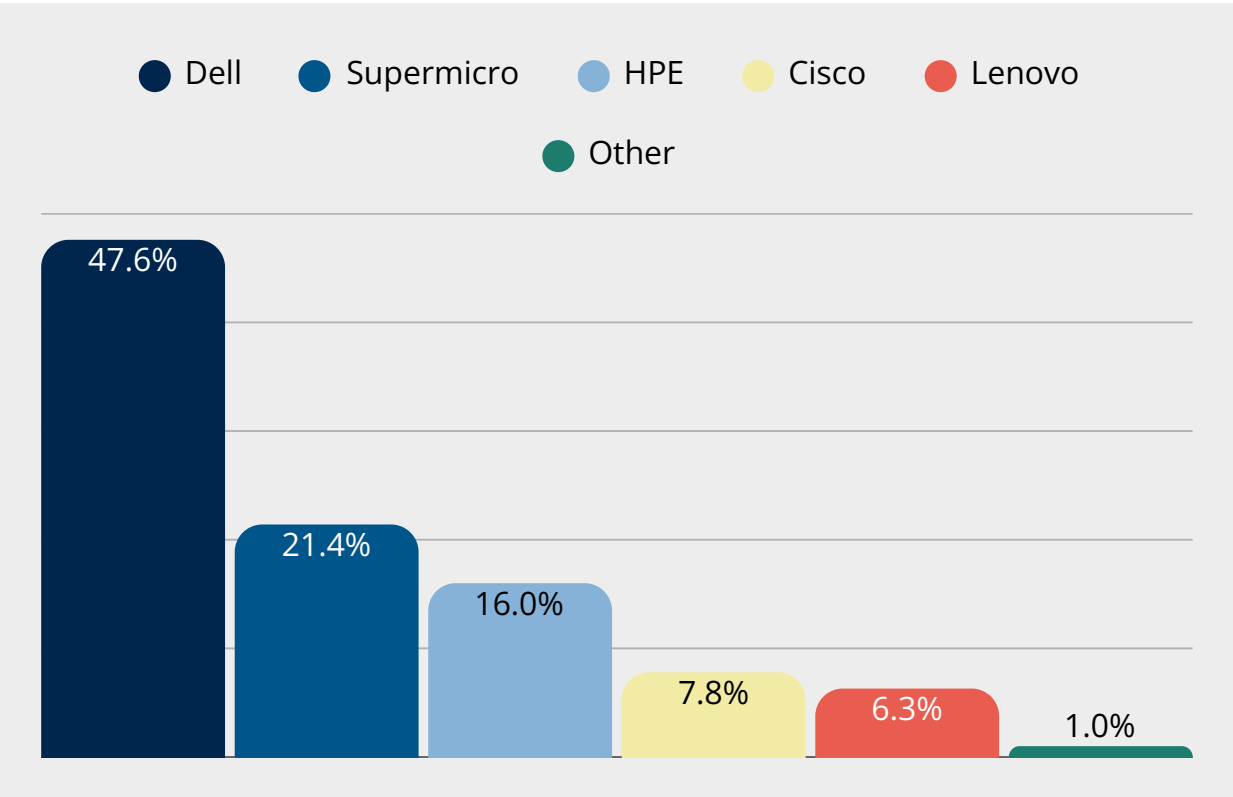


IT Brand Pulse believes the voting reflects IT professionals' preference for vendors perceived to offer proven scalability, enterprise deployment experience, and validated AI training platforms. Dell's strong showing likely reflects sustained visibility from AI revenue growth, high-profile customer deployments, and its close collaboration with NVIDIA.

Enterprise AI Training Servers



In Innovation Leader voting, 47.6% of IT professionals selected Dell PowerEdge XE Series, followed by Supermicro (21.4%) and HPE (16.0%). Dell's nearly 48% share indicates a strong perception among respondents that it is advancing enterprise AI training platforms faster than competing vendors.

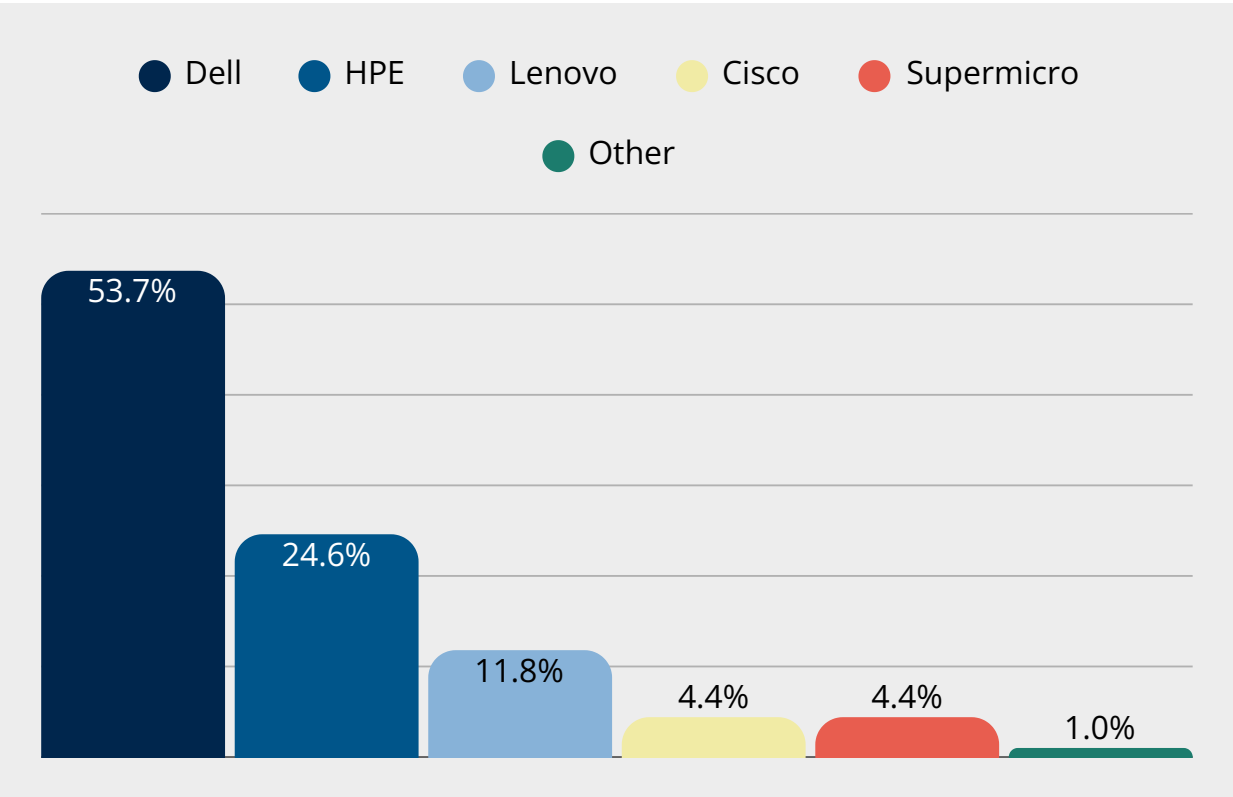


The voting reflects IT professionals' perceptions of vendors investing in next-generation AI training systems, including higher GPU density, advanced cooling, faster interconnects, and integrated AI architectures. Dell's visibility through rapid AI platform expansion and collaboration with NVIDIA likely reinforced those perceptions.

Enterprise AI Inference Servers



More than half of all IT professionals selected Dell, creating one of the widest margins observed among the enterprise server categories and suggesting exceptionally strong brand perception for AI inference deployments. In Market Leader voting, 53.7% of IT professionals selected Dell PowerEdge R-Series, followed by HPE ProLiant AI (24.6%) and Lenovo ThinkSystem AI (11.8%).

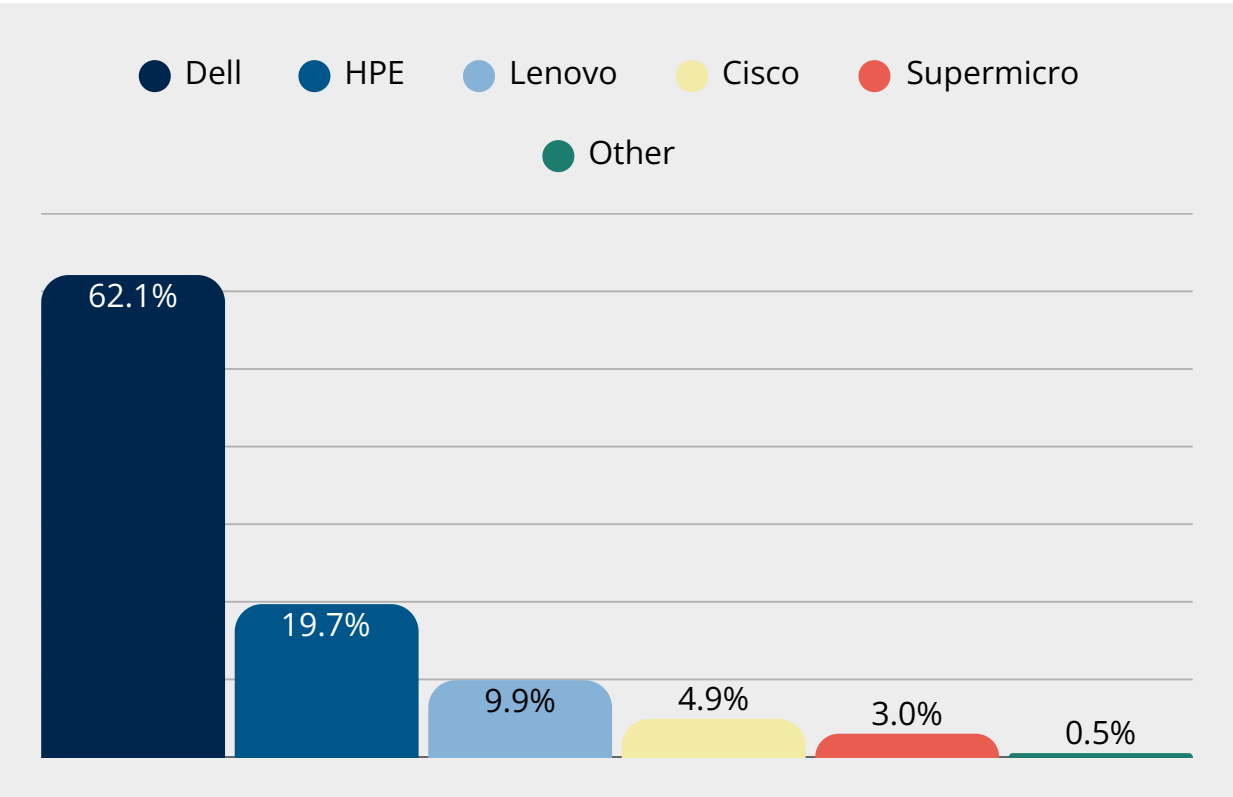


The voting reflects IT professionals' preference for vendors perceived to deliver reliable, scalable inference platforms for production AI deployments. Dell's strong showing likely reflects broad enterprise adoption, extensive server offerings, continued AI market momentum, and its close strategic collaboration with NVIDIA.

Enterprise AI Inference Servers



In Innovation Leader voting, 62.1% of IT professionals selected Dell PowerEdge R-Series, followed by HPE (19.7%) and Lenovo (9.9%). Dell's commanding share indicates a particularly strong perception that it is driving innovation in enterprise AI inference infrastructure.

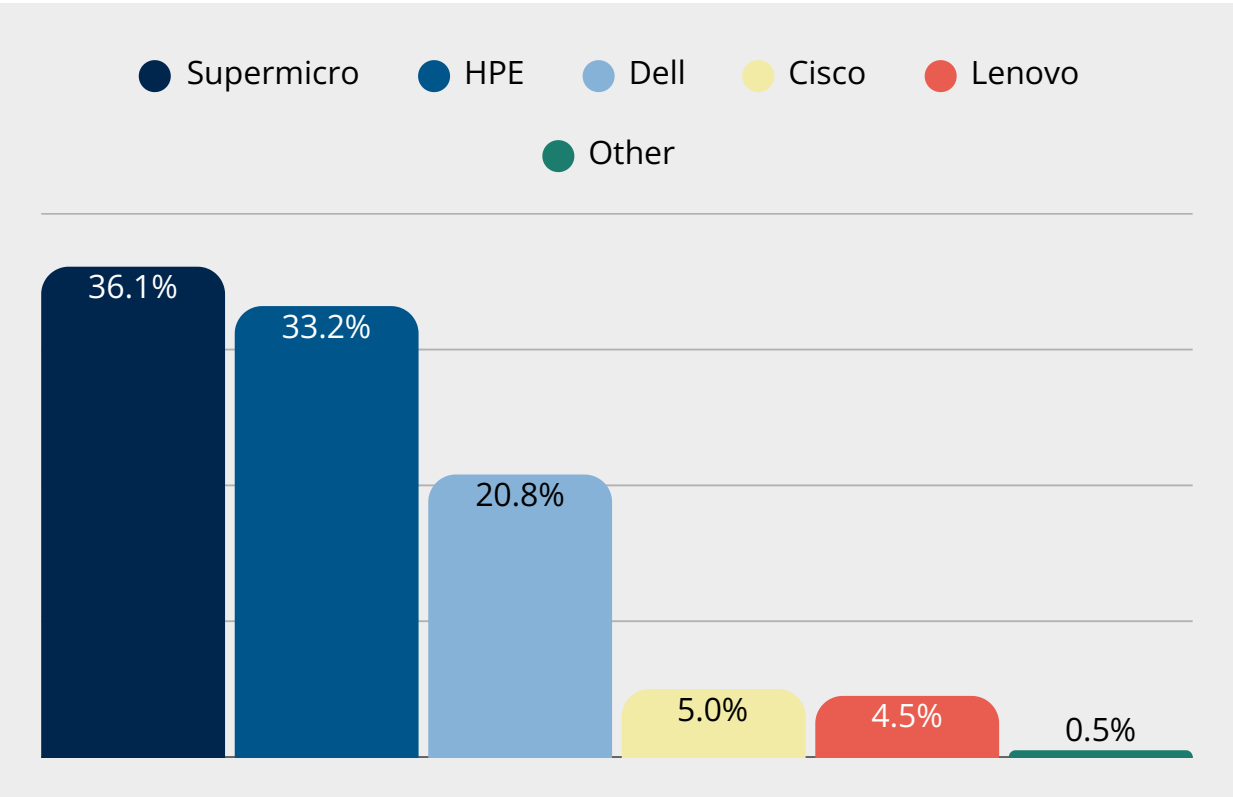


The voting reflects IT pros' perceptions of innovation in inference performance, operational efficiency, and enterprise deployment readiness. Dell's strong Innovation Leader voting likely reflects continued investment in AI-optimized server platforms, validated enterprise AI solutions, and sustained visibility through AI infrastructure growth and strategic collaboration with NVIDIA.

Enterprise Dense GPU Servers



In Market Leader voting, 36.1% of IT professionals selected Supermicro SuperServer GPU Systems, followed closely by HPE Cray EX/XD (33.2%) and Dell PowerEdge XE Series (20.8%). The close voting among the top three vendors indicates a highly competitive market with no overwhelming IT professional consensus.

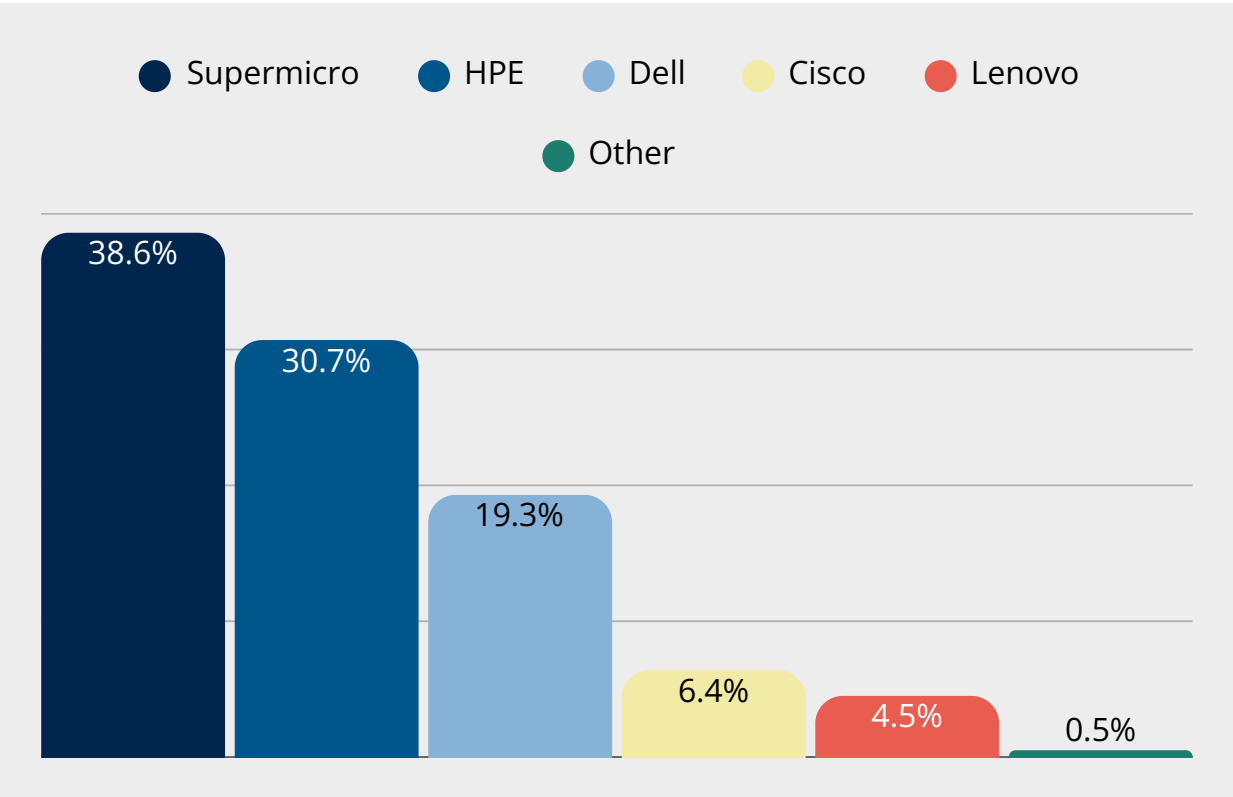


IT Brand Pulse believes the voting reflects IT professionals' recognition of vendors perceived to deliver high GPU density, thermal efficiency, and scalable system architectures for AI training and accelerated computing. Supermicro's narrow advantage likely reflects its recent transformation from white box vendor to enterprise vendor rapidly delivering high-density GPU platforms optimized for demanding AI workloads.

Enterprise Dense GPU Servers



In Innovation Leader voting, 38.6% of IT professionals selected Supermicro, followed by HPE (30.7%) and Dell (19.3%). The relatively narrow spread among the top three vendors suggests respondents recognize multiple companies as advancing dense GPU server innovation.

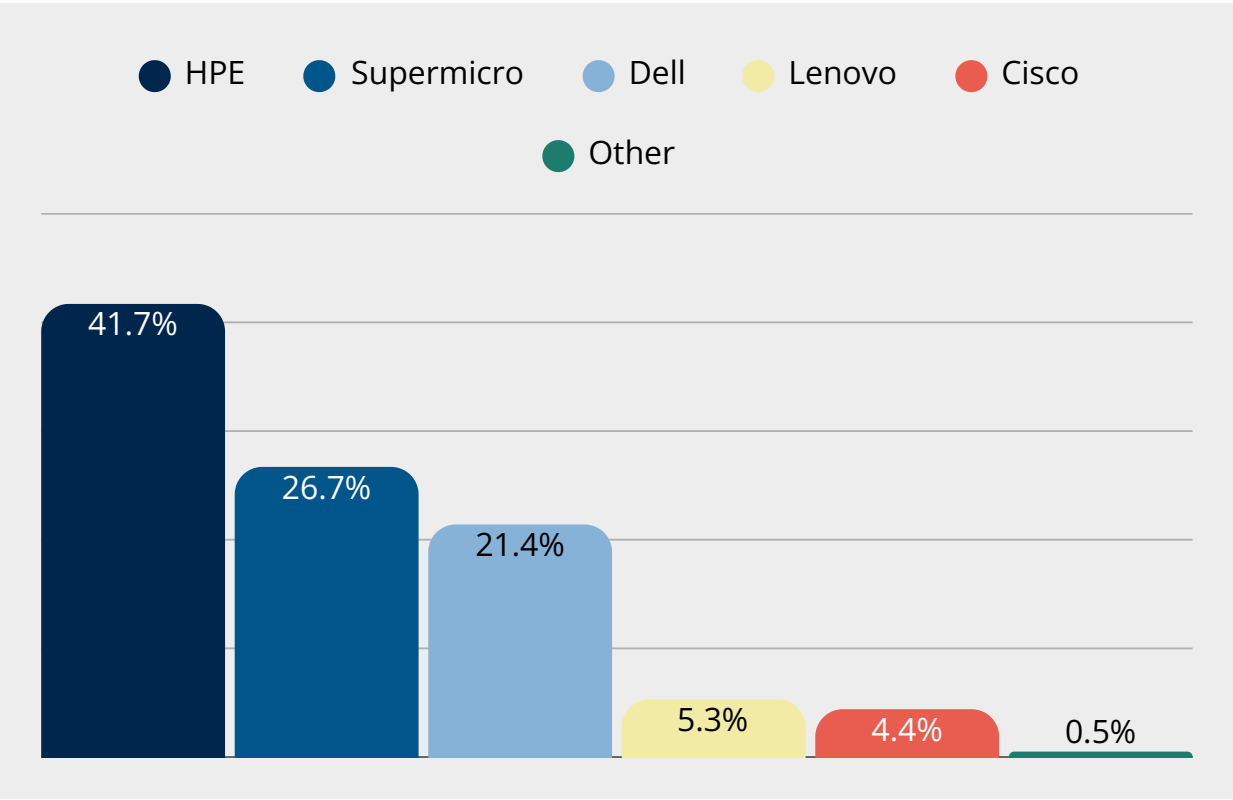


IT Brand Pulse believes the voting reflects IT professionals' perceptions of innovation in GPU density, rack-scale design, thermal engineering, and accelerated infrastructure. Supermicro's top position likely reflects its reputation for quickly adopting the latest GPU technologies and pioneering high-density AI server designs.

Enterprise Liquid-Cooled AI Servers



In Market Leader voting, 41.7% of IT professionals selected HPE Cray EX/XD, followed by Supermicro Direct Liquid Cooling Solutions (26.7%) and Dell PowerEdge XE Liquid-Cooled Systems (21.4%). HPE's lead suggests a strong IT professional association between its Cray platforms and enterprise liquid-cooled AI infrastructure.

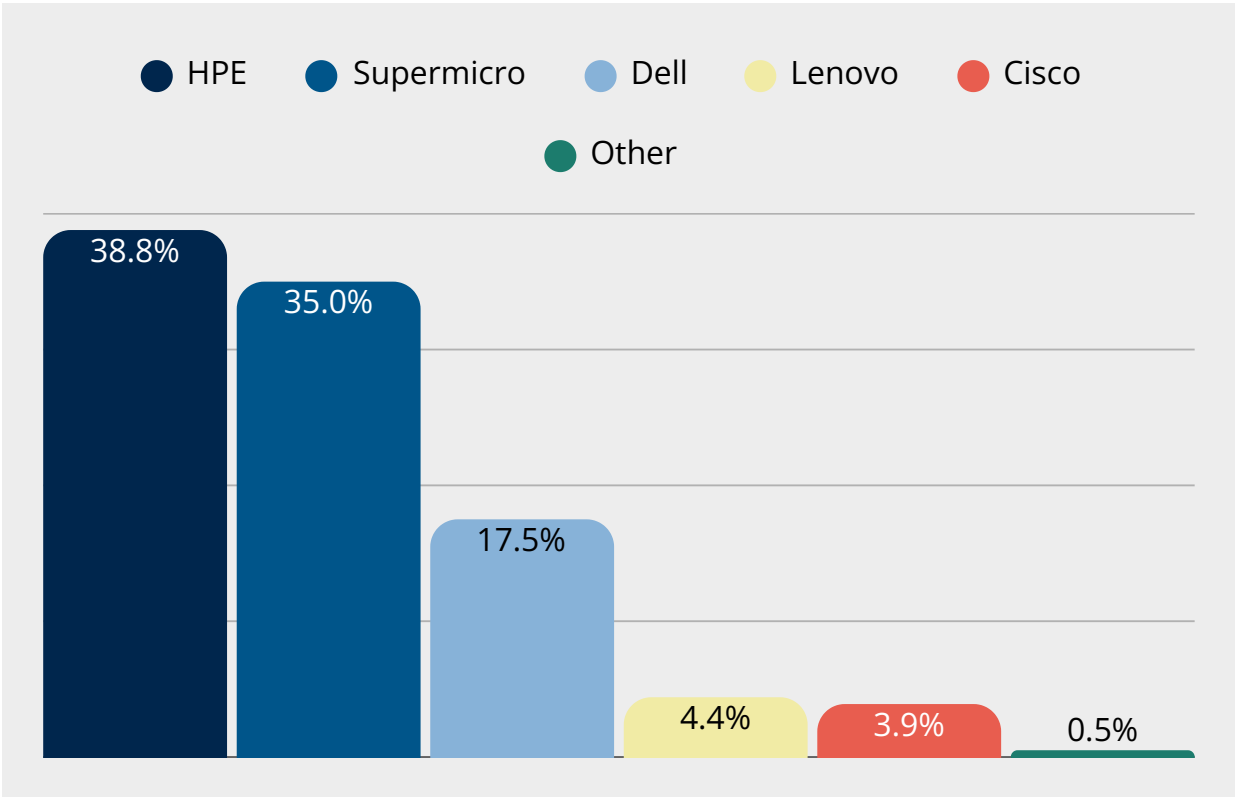


IT Brand Pulse believes the voting reflects IT professionals' preference for vendors perceived to have deep expertise in high-performance computing, advanced cooling technologies, and large-scale AI deployments. HPE's strong showing likely reflects its Cray heritage, leadership in supercomputing, and long-standing experience deploying liquid-cooled systems for the world's most demanding computing environments.

Enterprise Liquid-Cooled AI Servers



In Innovation Leader voting, 38.8% of IT professionals selected HPE, followed closely by Supermicro (35.0%) and Dell (17.5%). The narrow margin between HPE and Supermicro suggests respondents perceive both vendors as advancing liquid-cooled AI infrastructure technologies.

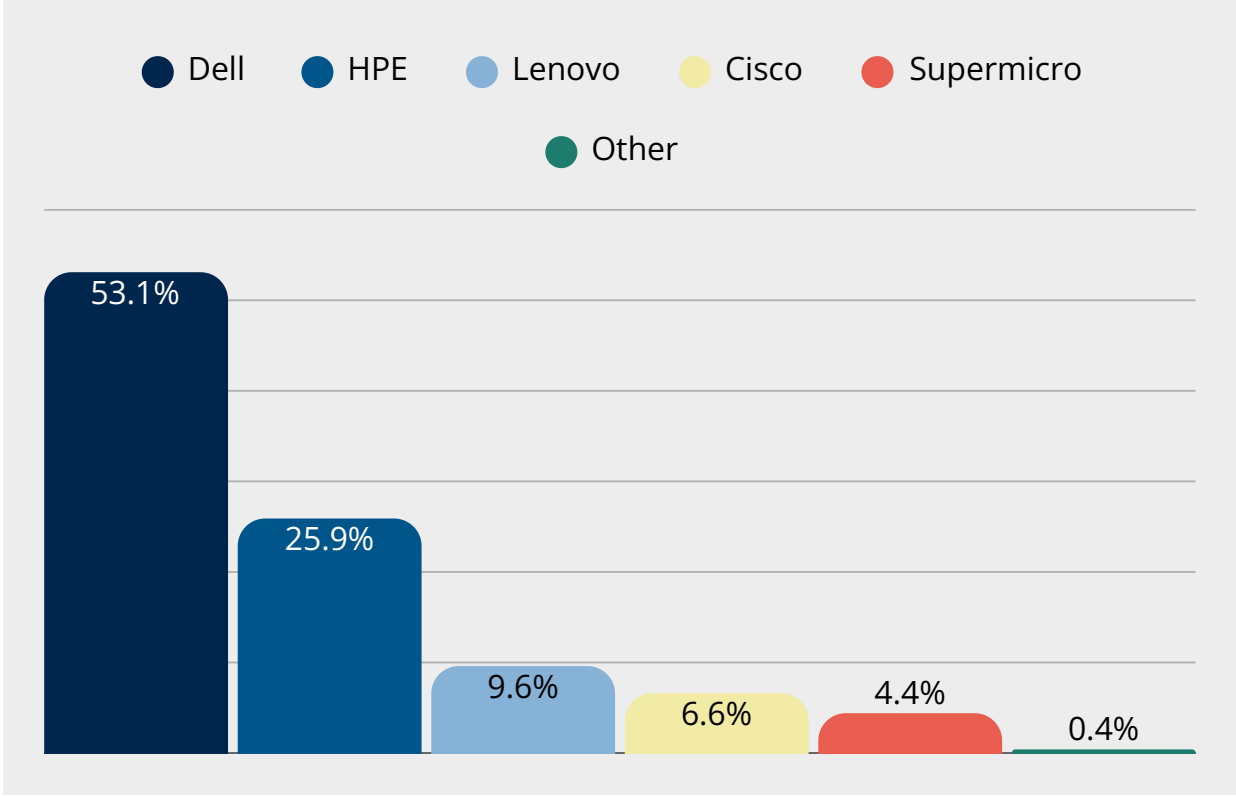


The voting reflects IT professionals' perceptions of innovation in thermal engineering, rack power density, and liquid-cooling architectures required for next-generation AI systems. HPE's narrow lead likely reflects continued investment in advanced cooling technologies, while Supermicro's strong showing reinforces its reputation for rapidly introducing innovative AI server designs.

Enterprise Edge AI Servers



In Market Leader voting, 53.1% of IT professionals selected Dell PowerEdge XR Series, followed by HPE Edgeline (25.9%), Lenovo ThinkEdge (9.6%), Cisco UCS Edge (6.6%), and Supermicro SuperEdge (4.4%). Dell received more than twice as many votes as HPE, reflecting a strong perception among respondents that it is the leading enterprise platform for deploying AI workloads at the edge.

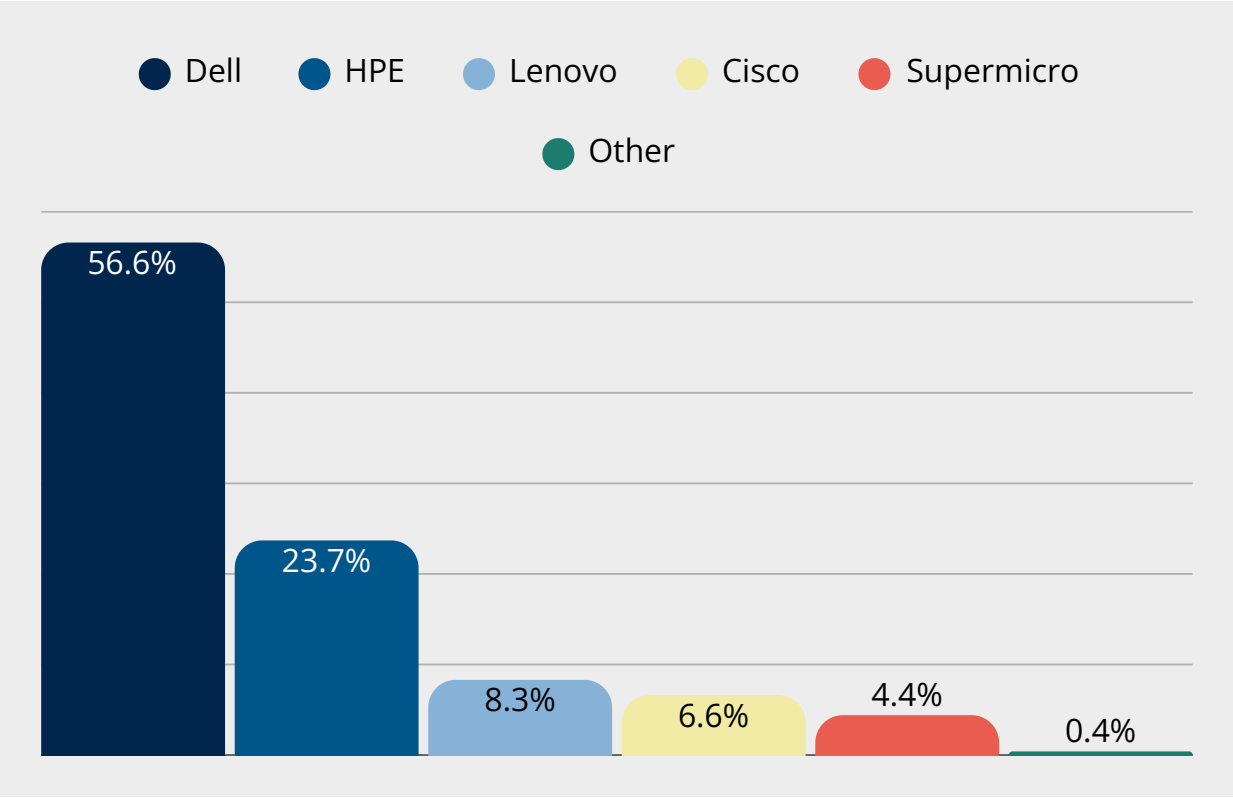


IT Brand Pulse believes the voting reflects IT professionals' preference for vendors perceived to deliver reliable, ruggedized AI platforms for distributed enterprise environments. Dell's strong showing likely reflects its broad edge computing portfolio, enterprise customer base, and ability to extend AI infrastructure beyond the datacenter into remote and operational environments.

Enterprise Edge AI Servers



In Innovation Leader voting, 56.6% of IT professionals selected Dell PowerEdge XR Series, followed by HPE (23.7%) and Lenovo (8.3%). Dell earned a majority of the vote, indicating a strong perception among respondents that it is advancing innovation in enterprise edge AI infrastructure.



The voting reflects IT professionals' perceptions of innovation in edge AI deployments requiring compact, resilient, and remotely managed infrastructure. Dell's strong Innovation Leader voting likely reflects continued investment in AI-ready edge platforms, integrated management capabilities, and expanding solutions for industrial, retail, healthcare, telecommunications, and other distributed enterprise environments.

Survey Results

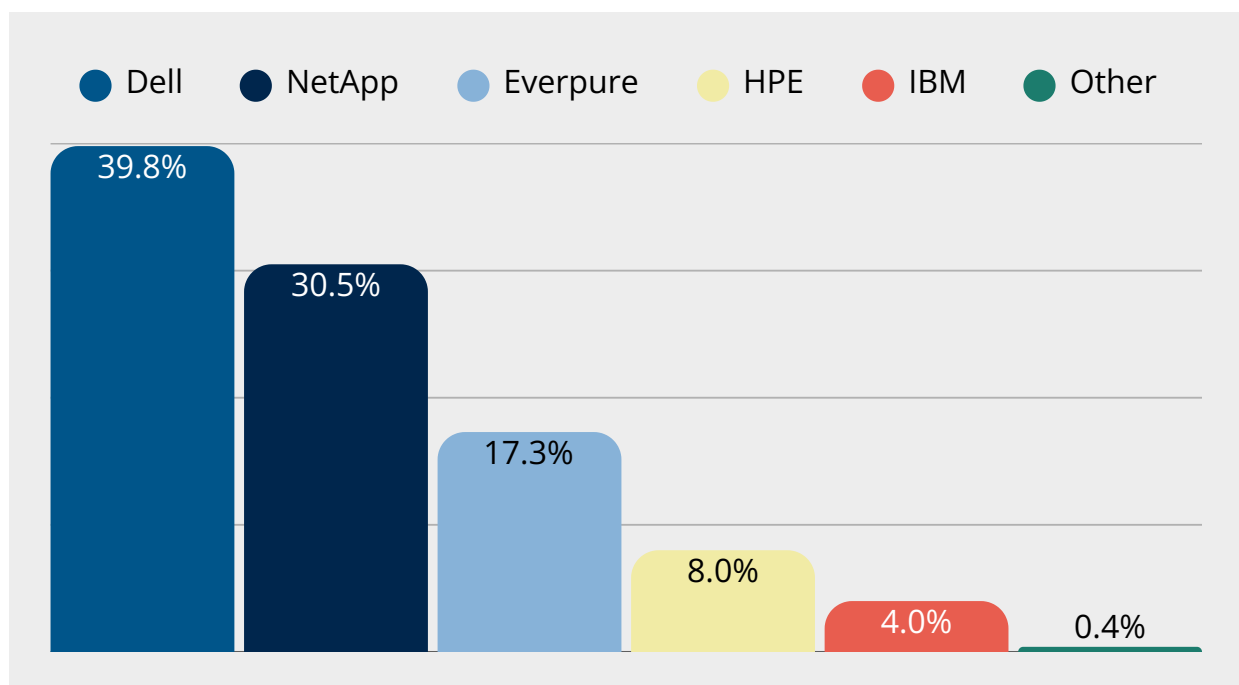
Enterprise AI Storage

Product Category	Market Leader	Innovation Leader
Enterprise AI Factory	Dell	Dell
Enterprise AI Training Servers	Dell	Dell
Enterprise AI Inference Servers	Dell	Dell
Enterprise Dense GPU Servers	Supermicro	Supermicro
Enterprise Liquid-Cooled AI Servers	HPE	HPE
Enterprise Edge AI Servers	Dell	Dell
Primary Flash Storage for AI	Dell	Everpure
Primary Disk Storage for AI	Dell	Dell
Scale-Out File Storage for AI	Dell	Everpure
Object Storage for AI	Dell	Dell
Hyperconverged Appliances for AI	Nutanix	Nutanix
AI Data Lakehouse Platforms	Databricks	Databricks
Global AI Storage Fabric Platforms	IBM	IBM
Edge AI Storage Platforms	Dell	Dell
Enterprise DRAM DIMMs	Samsung	Samsung
Enterprise AI SSDs	Samsung	Samsung
Computational Storage	ScaleFlux	ScaleFlux
Core Switches	NVIDIA	NVIDIA
Edge Switches	NVIDIA	NVIDIA
AI Accelerator Fabric Switches	Broadcom	Astera Labs
AI Infrastructure Management	Dell	Dell
Datacenter Power & Cooling Management Platforms	Vertiv	Vertiv
AI Observability Platforms	Datadog	Datadog
CXL Memory Expansion Modules (CMM)	Samsung	Samsung
CXL Memory Add-In Cards (AICs)	Penguin Solutions	Penguin Solutions
CXL Pooling Systems	LIQID	LIQID
CXL Memory Controllers	Montage	Montage
CXL Switches	Marvell	Marvell

Primary Flash Storage for AI



In Market Leader voting, 39.8% of IT professionals selected Dell, followed by NetApp (30.5%) and Pure Storage (17.3%). The top three vendors received nearly 88% of all votes, indicating IT professionals concentrated their perceptions among a small group of established enterprise flash storage providers.

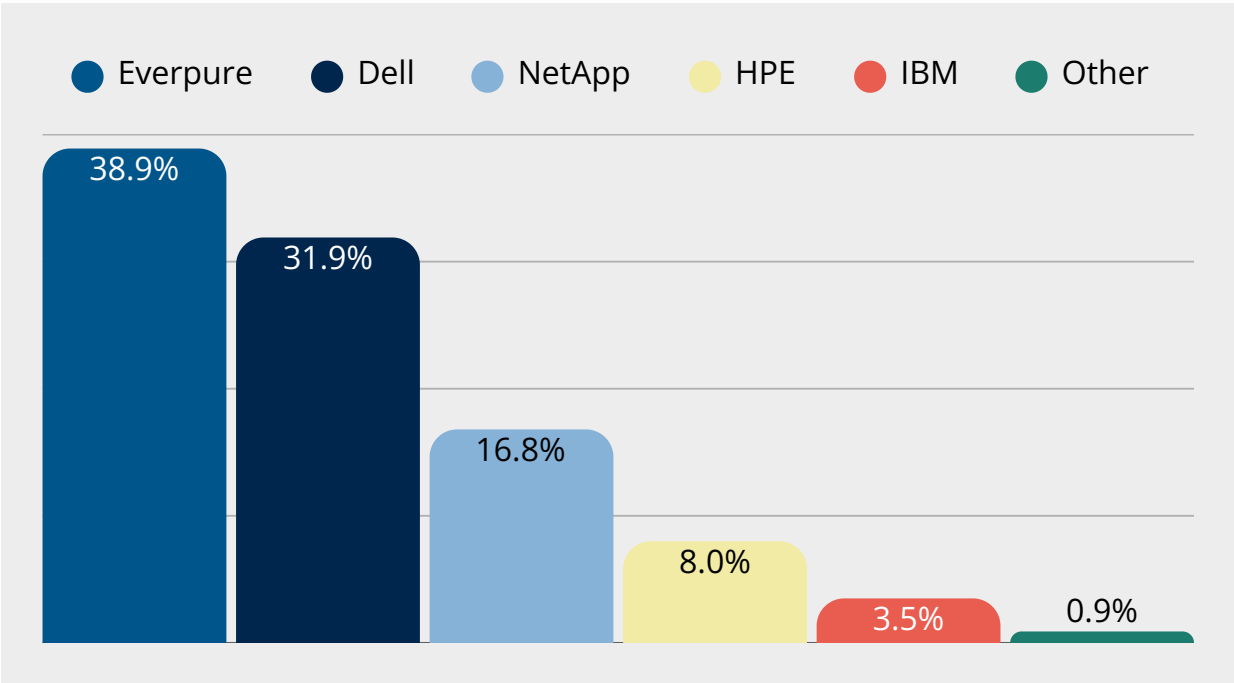


The survey results suggest that IT professionals' preference for vendors perceived to deliver enterprise-class reliability, performance, scalability, and support for AI workloads. Dell's strong showing likely reflects its broad storage portfolio, large enterprise installed base, and continued investment in AI-optimized storage platforms.

Primary Flash Storage for AI



In Innovation Leader voting, 38.9% of IT professionals selected Pure Storage, followed by Dell (31.9%) and NetApp (16.8%). Unlike the Market Leader results, IT professionals shifted their Innovation Leader voting toward Everpure, indicating a different perception of technology leadership in AI flash storage.

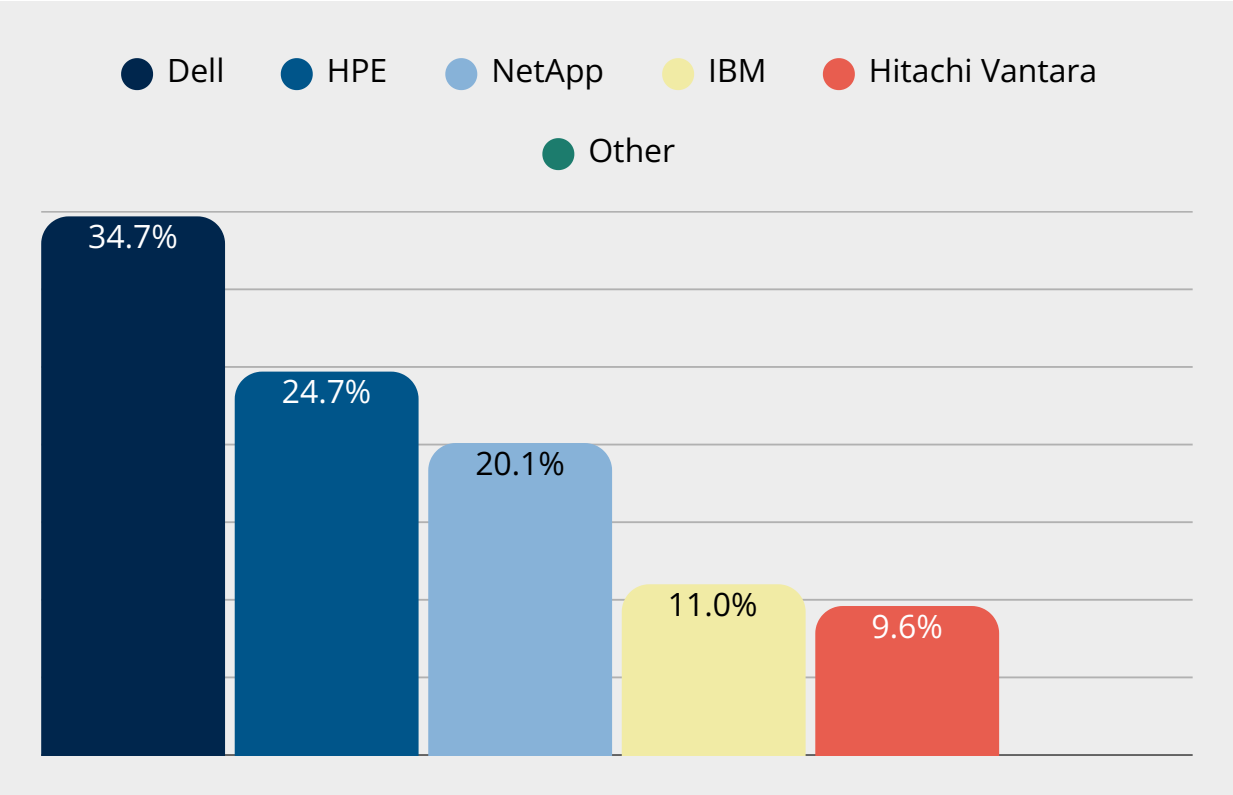


IT Brand Pulse believes the voting reflects IT professionals' perceptions that innovation in AI flash storage is driven by architectural simplicity, high performance, and efficient data services for AI workloads. Everpure's strong showing likely reflects its reputation for modern all-flash architectures, rapid product innovation, and AI-focused storage capabilities.

Primary Disk Storage for AI



In Market Leader voting, 34.7% of IT professionals selected Dell, followed by HPE (24.7%), NetApp (20.1%), IBM (11.0%), and Hitachi Vantara (9.6%). The top three vendors captured nearly 80% of the vote, indicating that IT professionals concentrated their perceptions among a relatively small group of established enterprise storage providers serving AI workloads.

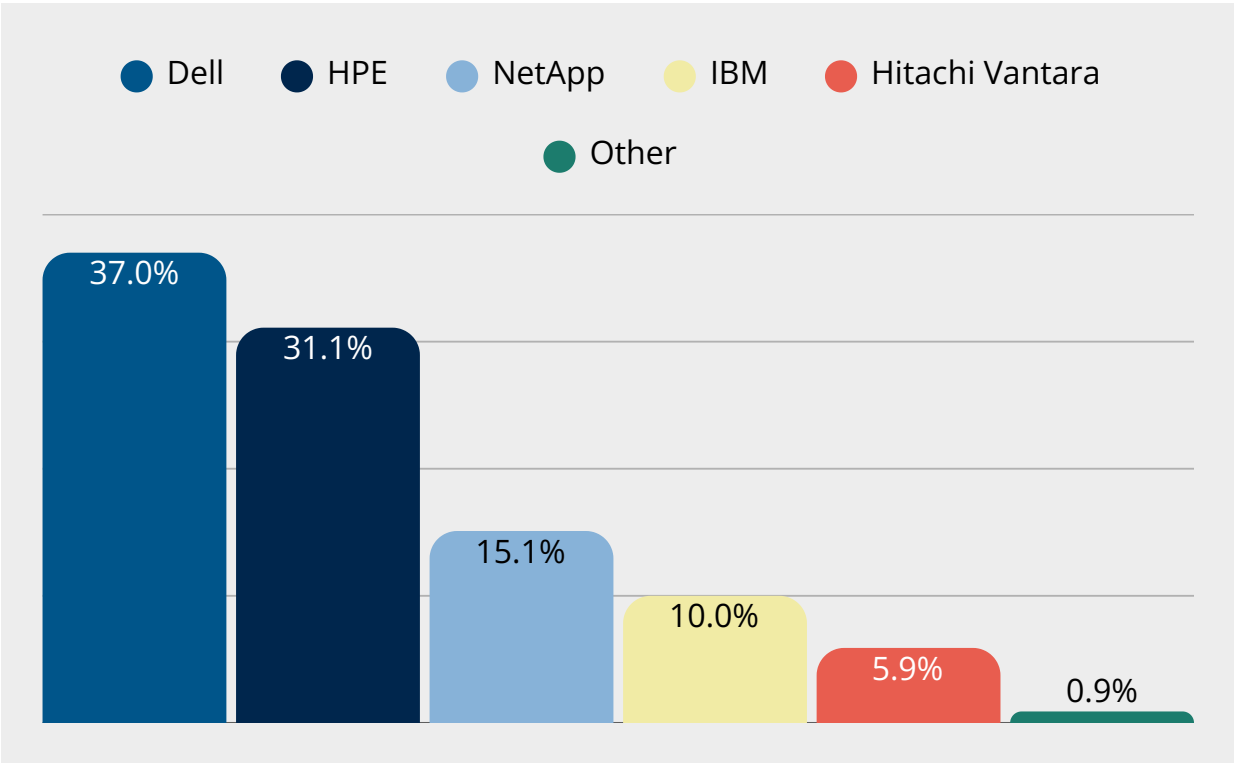


IT Brand Pulse believes the voting reflects IT professionals' preference for vendors perceived to deliver reliable, scalable storage platforms capable of supporting large AI datasets and enterprise data management. Dell's strong showing likely reflects its broad installed base, comprehensive storage portfolio, and reputation for enterprise-class storage solutions.

Primary Disk Storage for AI



In Innovation Leader voting, 37.0% of IT professionals selected Dell, followed by HPE (31.1%), NetApp (15.1%), IBM (10.0%), and Hitachi Vantara (5.9%). Compared to the Market Leader results, HPE narrowed the gap with Dell, suggesting respondents recognize continued innovation among multiple enterprise storage vendors.

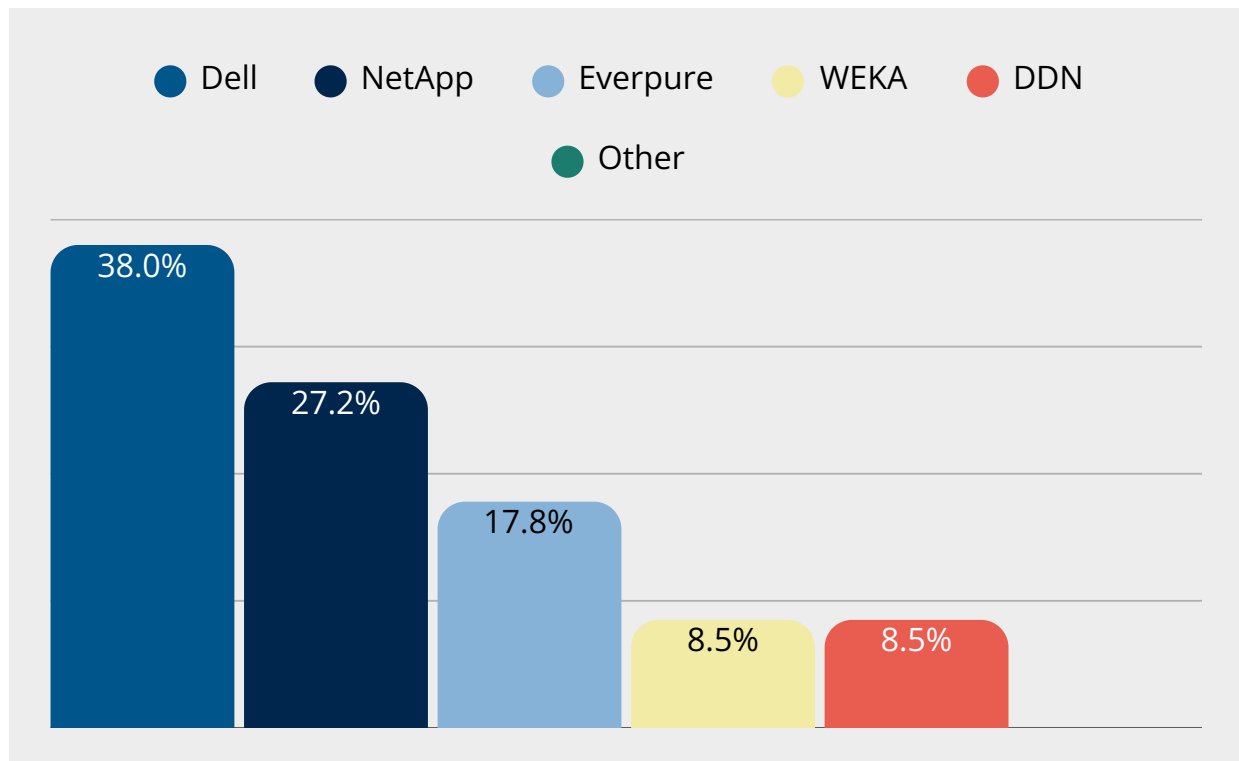


The survey results likely reflect IT professionals' perceptions of innovation in managing rapidly growing AI datasets while balancing capacity, performance, and cost. Dell's top position likely reflects continued investment in AI-ready storage architectures, while HPE's stronger Innovation Leader showing suggests respondents recognize its ongoing advancements in enterprise storage technology.

Scale-Out File Storage for AI



In Market Leader voting, 38.0% of IT professionals selected Dell PowerScale, followed by NetApp (27.2%), Pure Storage FlashBlade (17.8%), DDN (8.5%), and WEKA (8.5%). The top three vendors captured more than 83% of the vote, indicating that IT professionals associate enterprise scale-out file storage for AI with a relatively small group of established infrastructure providers.

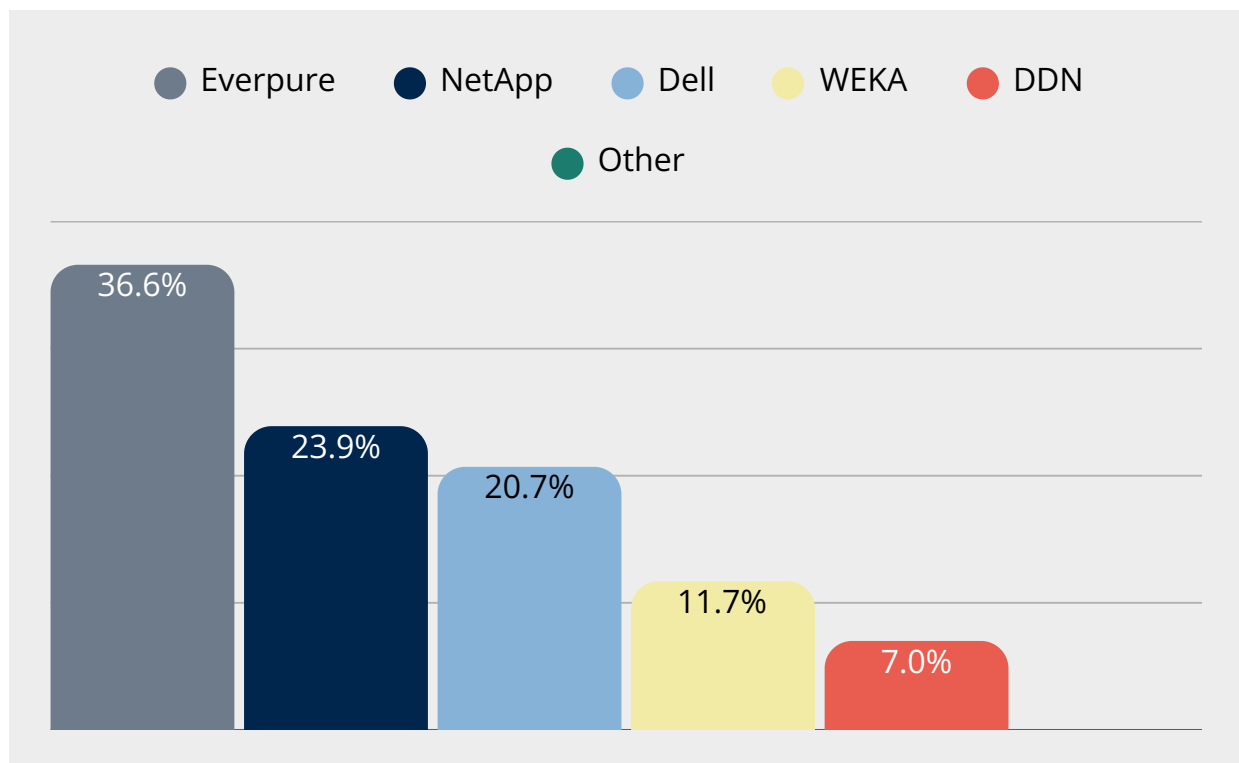


The survey results indicate IT professionals' preference for vendors perceived to deliver scalable, high-performance file systems capable of supporting large GPU clusters and AI training workloads. Dell's strong showing likely reflects the long-standing enterprise adoption of PowerScale and its reputation for scalable file storage.

Scale-Out File Storage for AI



In Innovation Leader voting, 36.6% of IT professionals selected Pure Storage FlashBlade, followed by NetApp (23.9%), Dell (20.7%), WEKA (11.7%), and DDN (7.0%). Unlike the Market Leader results, respondents shifted their Innovation Leader voting toward newer AI-focused storage architectures, producing one of the largest perception shifts in the storage categories.

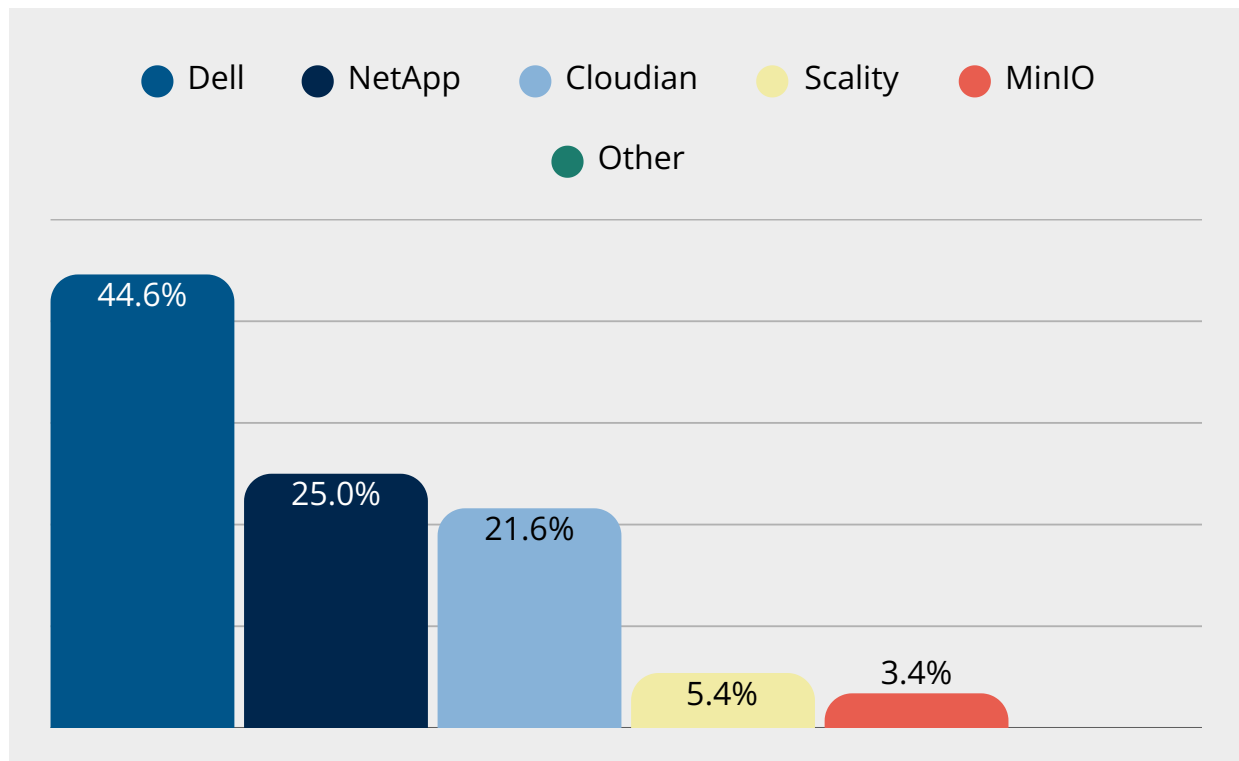


IT Brand Pulse believes the voting reflects IT professionals' perceptions that innovation in AI file storage is driven by architectural simplicity, parallel performance, and optimized data delivery for GPU-intensive workloads. Pure Storage's strong showing likely reflects FlashBlade's reputation for modern scale-out design and AI-optimized performance.

Object Storage for AI



In Market Leader voting, 44.6% of IT professionals selected Dell ECS Object Storage, followed by NetApp StorageGRID (25.0%), Cloudian HyperStore (21.6%), Scality (5.4%), and MinIO (3.4%). The top three vendors captured more than 91% of the vote, indicating that IT professionals associate enterprise AI object storage with a small group of well-established infrastructure providers.

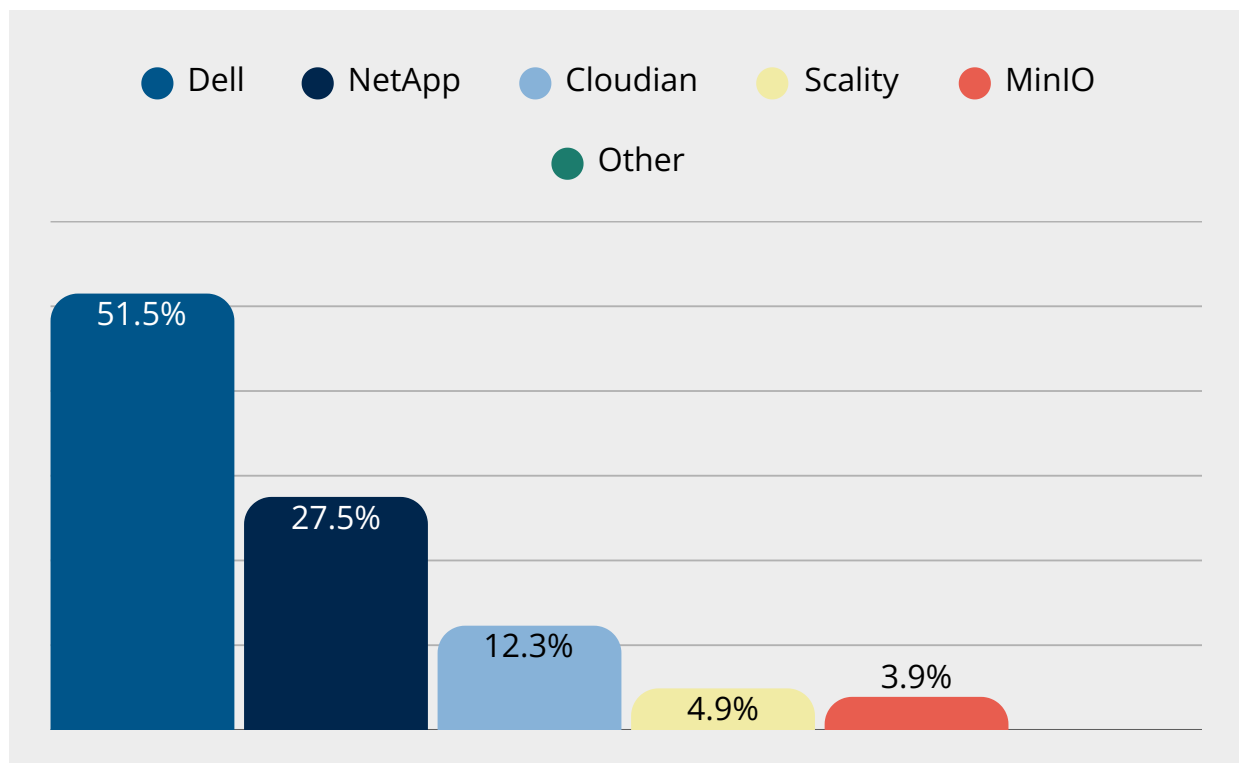


The survey results indicate that IT professionals prioritize scalable, reliable object storage platforms capable of managing massive AI datasets and unstructured content. Dell's strong showing likely reflects the broad enterprise adoption of ECS, its integration within Dell's AI storage portfolio, and its reputation for supporting large-scale AI data lakes.

Object Storage for AI



In Innovation Leader voting, 51.5% of IT professionals selected Dell ECS Object Storage, followed by NetApp StorageGRID (27.5%), Cloudian HyperStore (12.3%), Scality (4.9%), and MinIO (3.9%). Dell received more votes than all competing vendors combined, producing one of the strongest Innovation Leader performances among the enterprise storage categories.

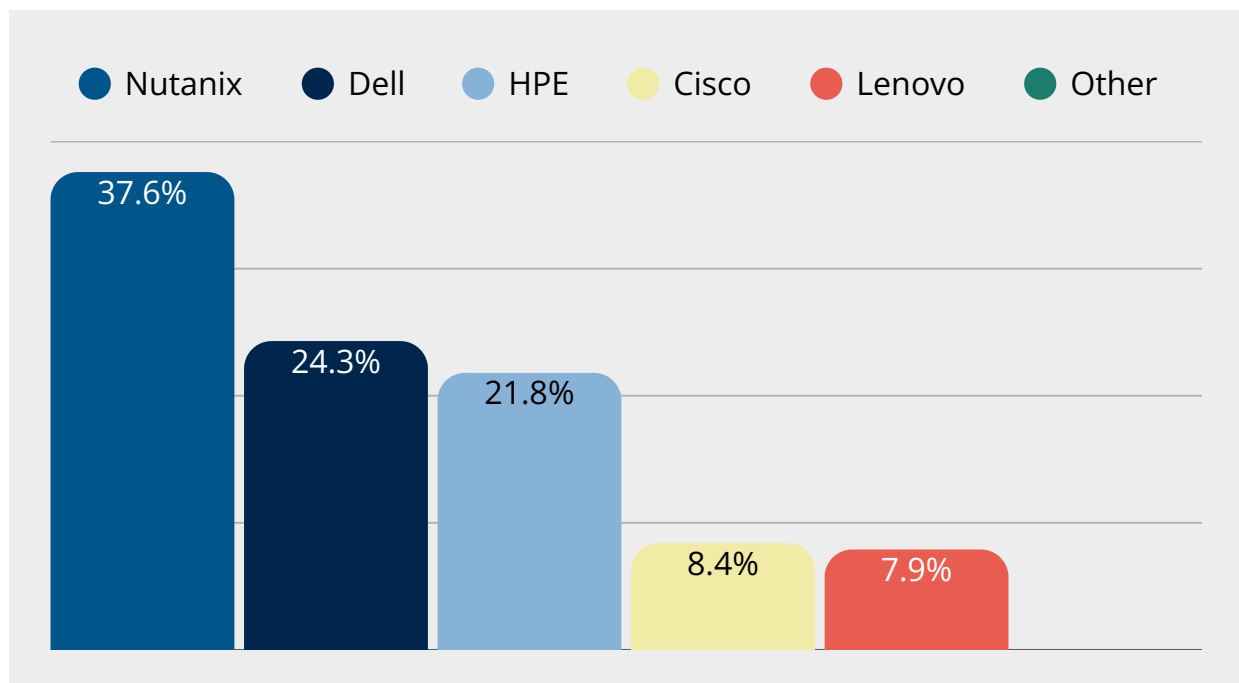


The results suggest IT professionals associate innovation with scalable object storage architectures that simplify AI data management while supporting performance, durability, and cloud-scale growth. Dell's commanding Innovation Leader vote likely reflects continued investment in AI-ready object storage capabilities and strong visibility within enterprise AI infrastructure deployments.

Hyperconverged Appliances for AI



In Market Leader voting, 37.6% of IT professionals selected Nutanix Enterprise AI, followed by Dell VxRail AI (24.3%), HPE Private Cloud AI (21.8%), Cisco AI POD (8.4%), and Lenovo Hybrid AI Factory (7.9%). The top three vendors received more than 83% of the vote, indicating IT professionals concentrated their perceptions among a small group of integrated AI appliance providers.

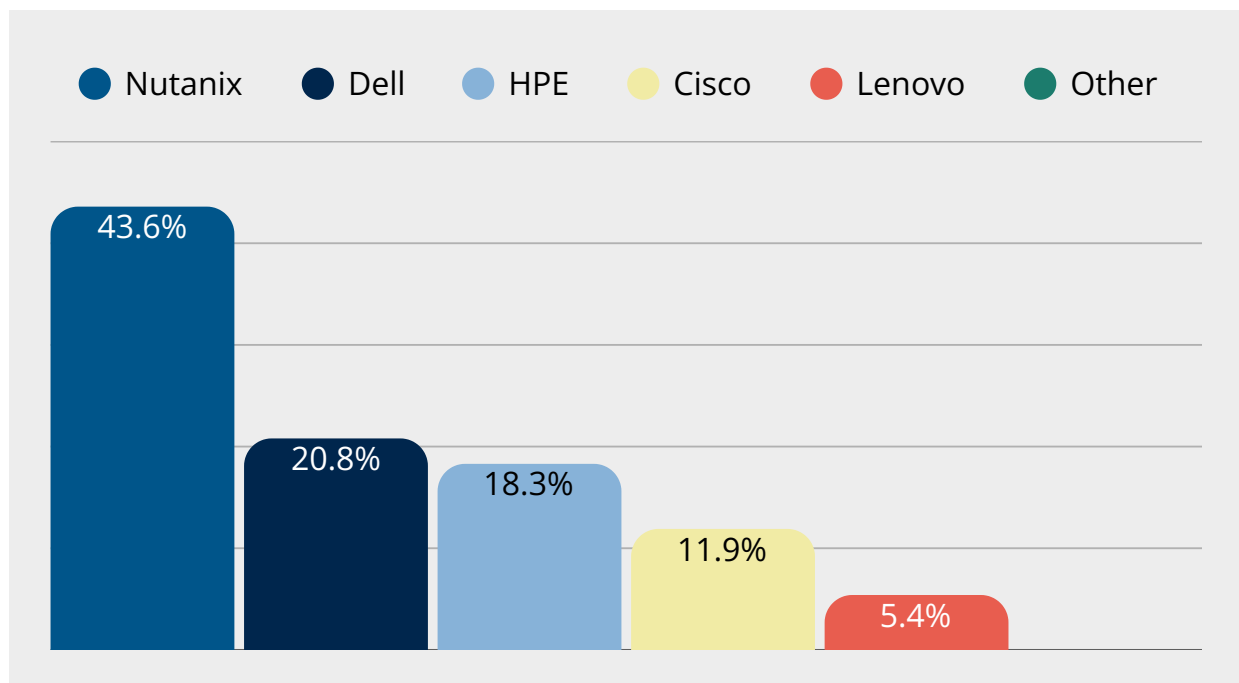


The survey results suggest IT professionals value integrated AI infrastructure that simplifies deployment, management, and lifecycle operations. Nutanix's strong showing likely reflects its long-standing reputation for hyperconverged infrastructure, software-defined simplicity, and enabling organizations to deploy enterprise AI with reduced operational complexity.

Hyperconverged Appliances for AI



In Innovation Leader voting, 43.6% of IT professionals selected Nutanix Enterprise AI, followed by Dell (20.8%), HPE (18.3%), Cisco (11.9%), and Lenovo (5.4%). Nutanix expanded its lead in Innovation Leader voting, indicating respondents perceive it as advancing AI hyperconverged infrastructure faster than competing enterprise appliance providers.

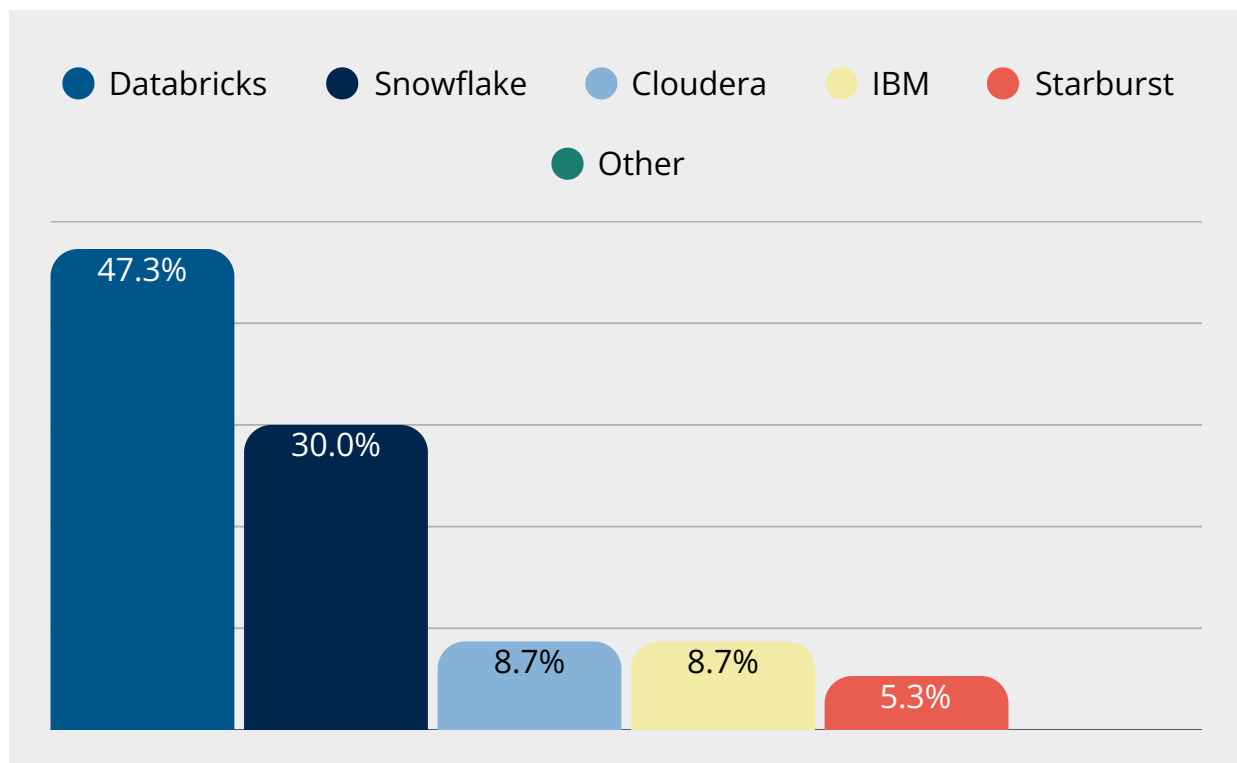


The results indicate that IT professionals associate innovation with software-defined architectures that integrate compute, storage, virtualization, and AI services into a unified platform. Nutanix's strong Innovation Leader voting likely reflects continued investment in enterprise AI software, automation, and simplified infrastructure operations that accelerate AI deployments.

AI Data Lakehouse Platforms



In Market Leader voting, 47.3% of IT professionals selected the Databricks Data Intelligence Platform, followed by Snowflake AI Data Cloud (30.0%), Cloudera Data Platform (8.7%), IBM watsonx.data (8.7%), and Starburst Enterprise (5.3%). The top two vendors captured more than 77% of the vote, indicating IT professionals strongly associate AI data lakehouse platforms with these two providers.

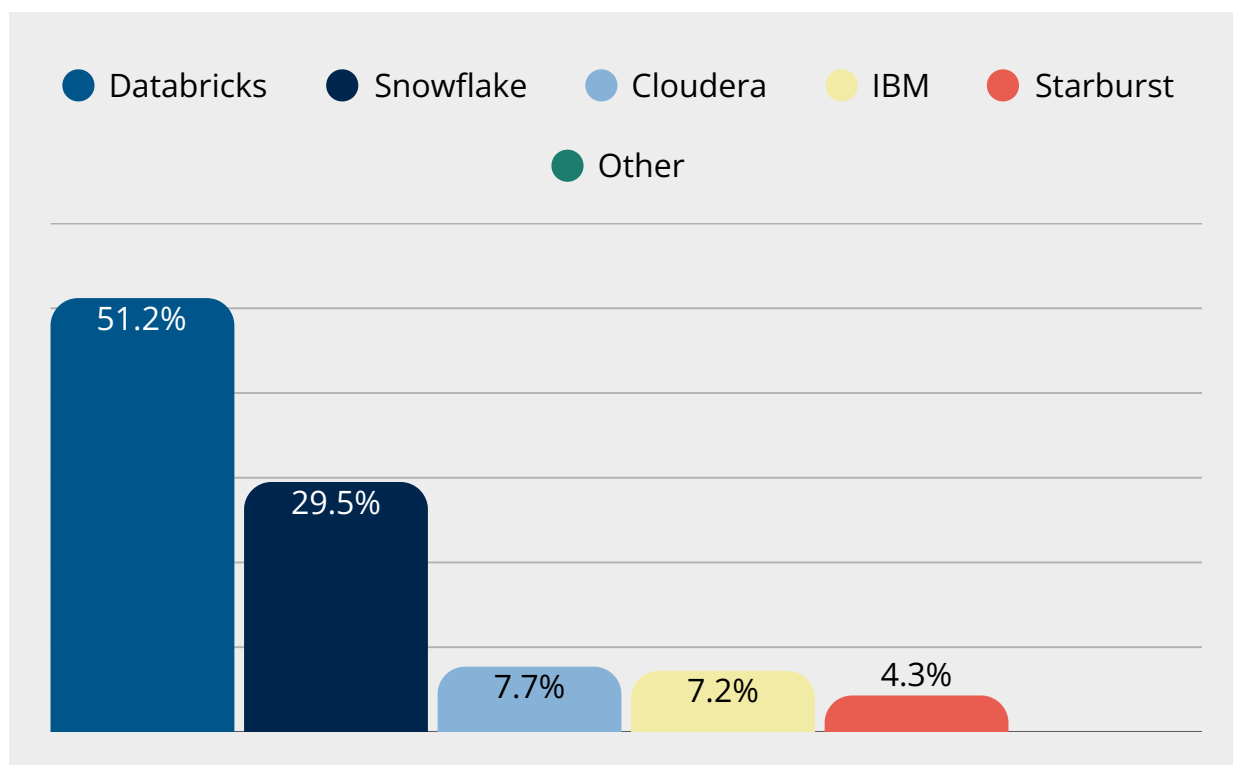


The survey results suggest IT professionals value unified data platforms that simplify AI data preparation, governance, and analytics across structured and unstructured data. Databricks' strong showing likely reflects its pioneering role in the lakehouse architecture, extensive AI ecosystem, and growing enterprise adoption for AI and machine learning workloads.

AI Data Lakehouse Platforms



In Innovation Leader voting, 51.2% of IT professionals selected Databricks, followed by Snowflake (29.5%), Cloudera (7.7%), IBM (7.2%), and Starburst (4.3%). Databricks received more votes than all competing vendors combined, producing one of the strongest Innovation Leader performances among enterprise AI software platforms.

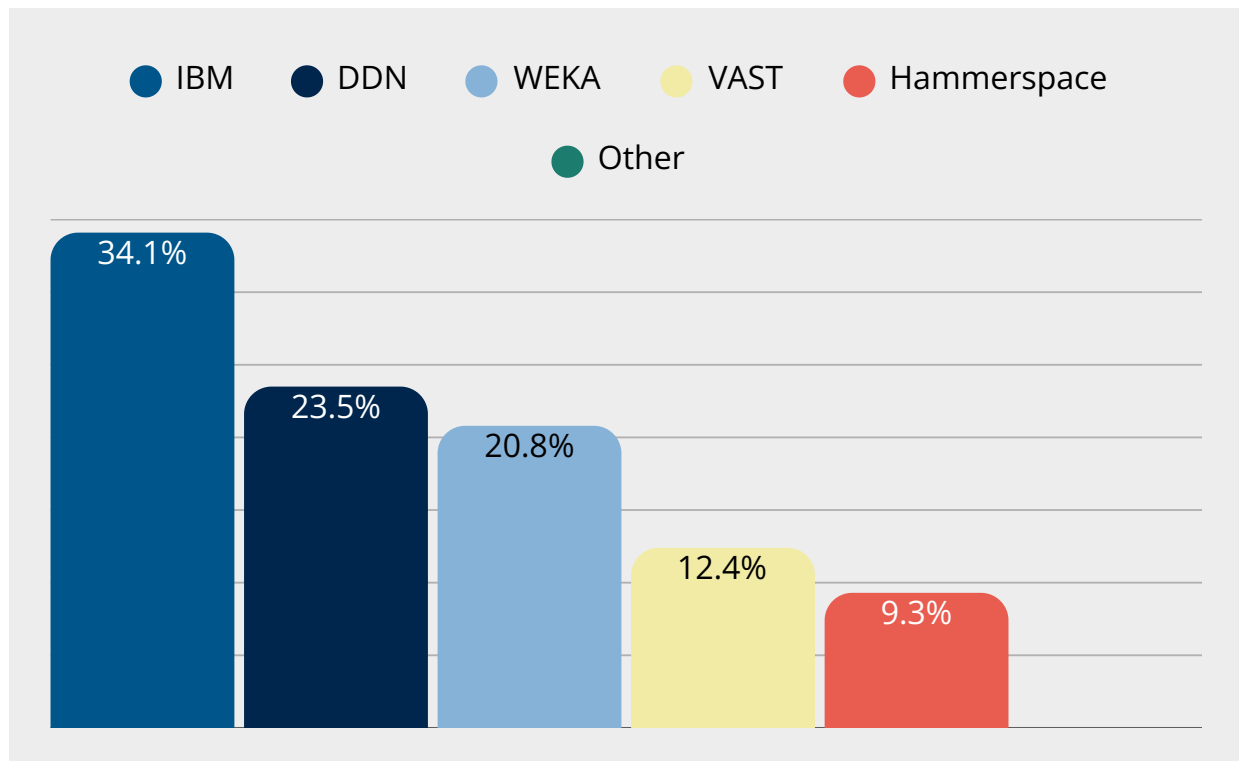


The results indicate that IT professionals associate innovation with unified data architectures that accelerate AI development, improve data accessibility, and simplify governance. Databricks' commanding Innovation Leader vote likely reflects continued investment in AI-native capabilities, data intelligence, and a platform designed to support the full enterprise AI lifecycle.

Global AI Storage Fabric Platforms



In Market Leader voting, 34.1% of IT professionals selected IBM Storage Scale (GPFS), followed by DDN EXAScaler/Infinia (23.5%), WEKA Data Platform (20.8%), VAST Data Platform (12.4%), and Hammerspace Global Data Platform (9.3%). The voting was relatively balanced, indicating IT professionals recognize multiple vendors as credible providers of AI storage fabric platforms.

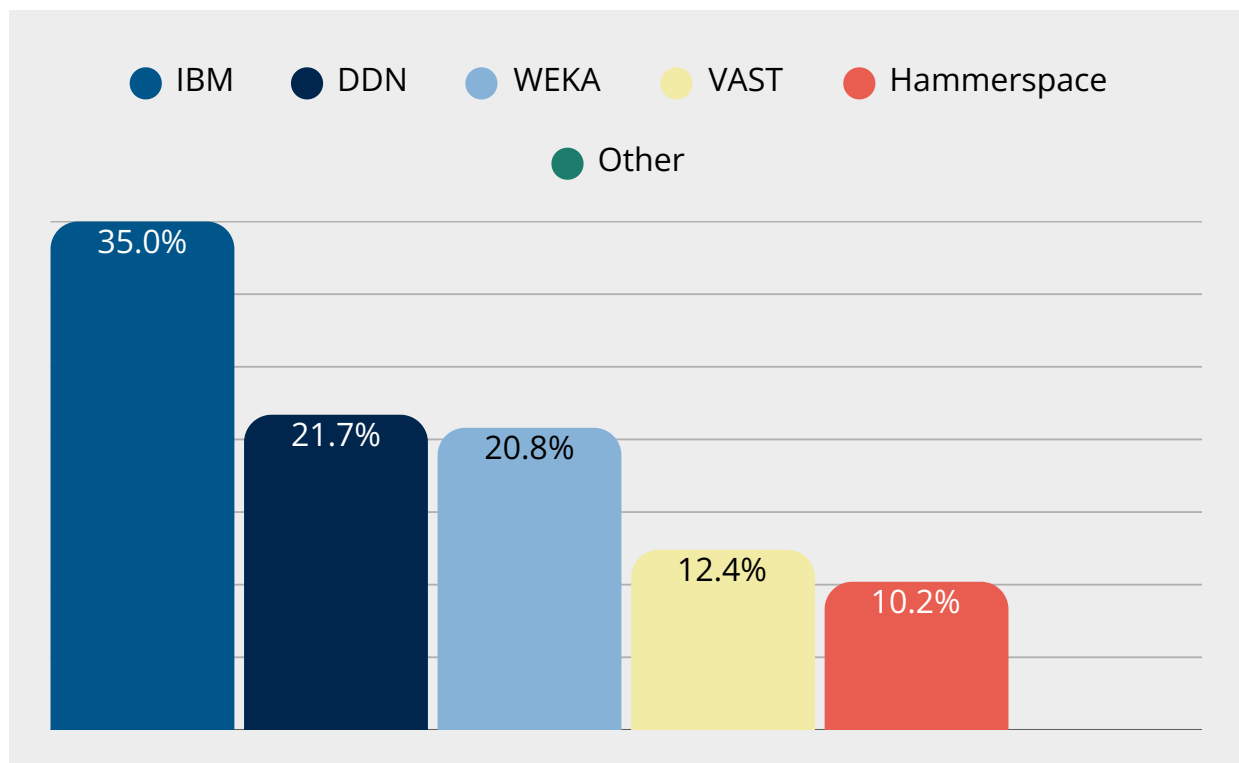


The survey results suggest IT professionals value platforms that unify data across heterogeneous storage environments while delivering high-performance access for AI workloads. IBM's top ranking likely reflects Storage Scale's long-standing reputation for distributed file systems, global namespaces, and enterprise-scale data management supporting AI and HPC deployments.

Global AI Storage Fabric Platforms



In Innovation Leader voting, 35.0% of IT professionals selected IBM Storage Scale, followed by DDN (21.7%), WEKA (20.8%), VAST (12.4%), and Hammerspace (10.2%). The Innovation Leader results closely mirror the Market Leader voting, suggesting respondents perceive innovation across a broad group of AI storage fabric providers rather than a single dominant innovator.

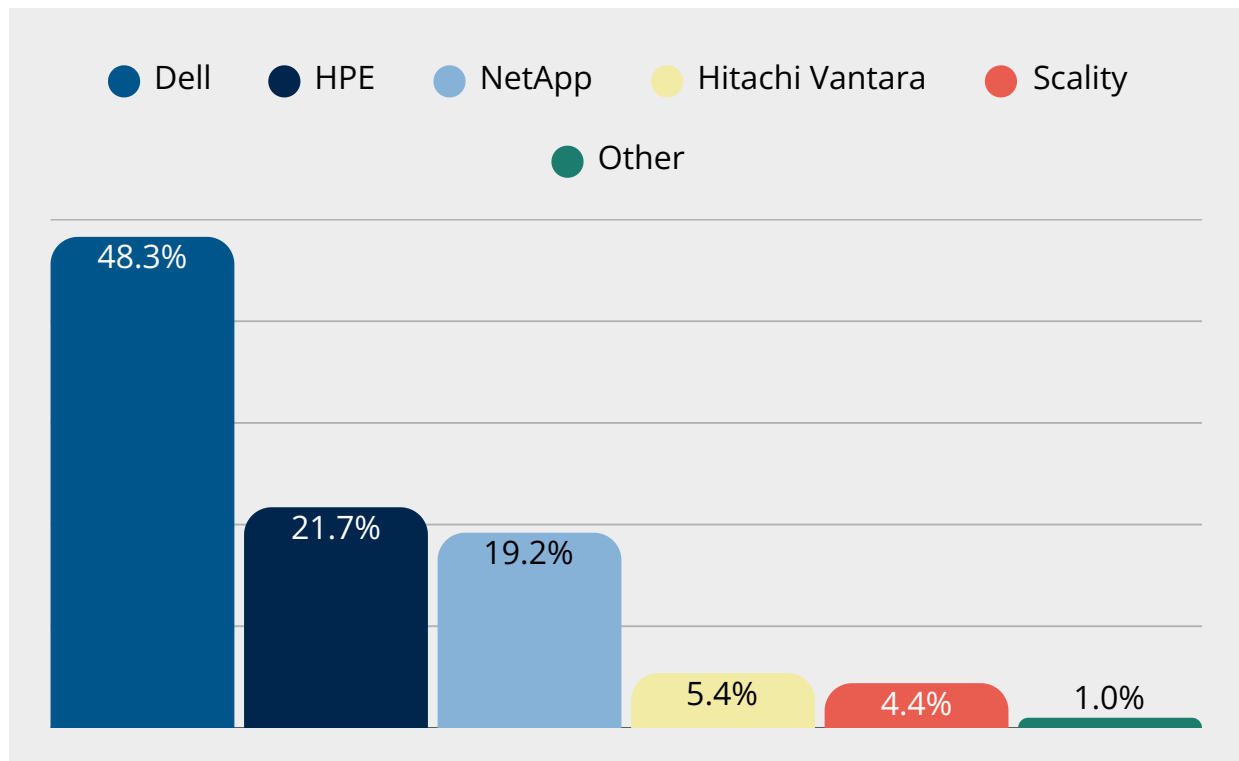


The results indicate that IT professionals associate innovation with intelligent data fabrics that simplify data access across multiple storage platforms while improving AI performance and scalability. IBM's narrow lead suggests respondents recognize both its established technology foundation and continued investment in AI-ready data infrastructure, while also acknowledging strong innovation from emerging competitors.

Edge AI Storage Platforms



In Market Leader voting, 48.3% of IT professionals selected Dell PowerScale/ECS, followed by HPE Alletra/Edgeline (21.7%), NetApp ONTAP Edge/StorageGRID (19.2%), Hitachi Vantara VSP One (5.4%), and Scality ARTESCA (4.4%). The top three vendors captured nearly 90% of the vote, indicating that IT professionals associate edge AI storage with a small group of established enterprise infrastructure providers.

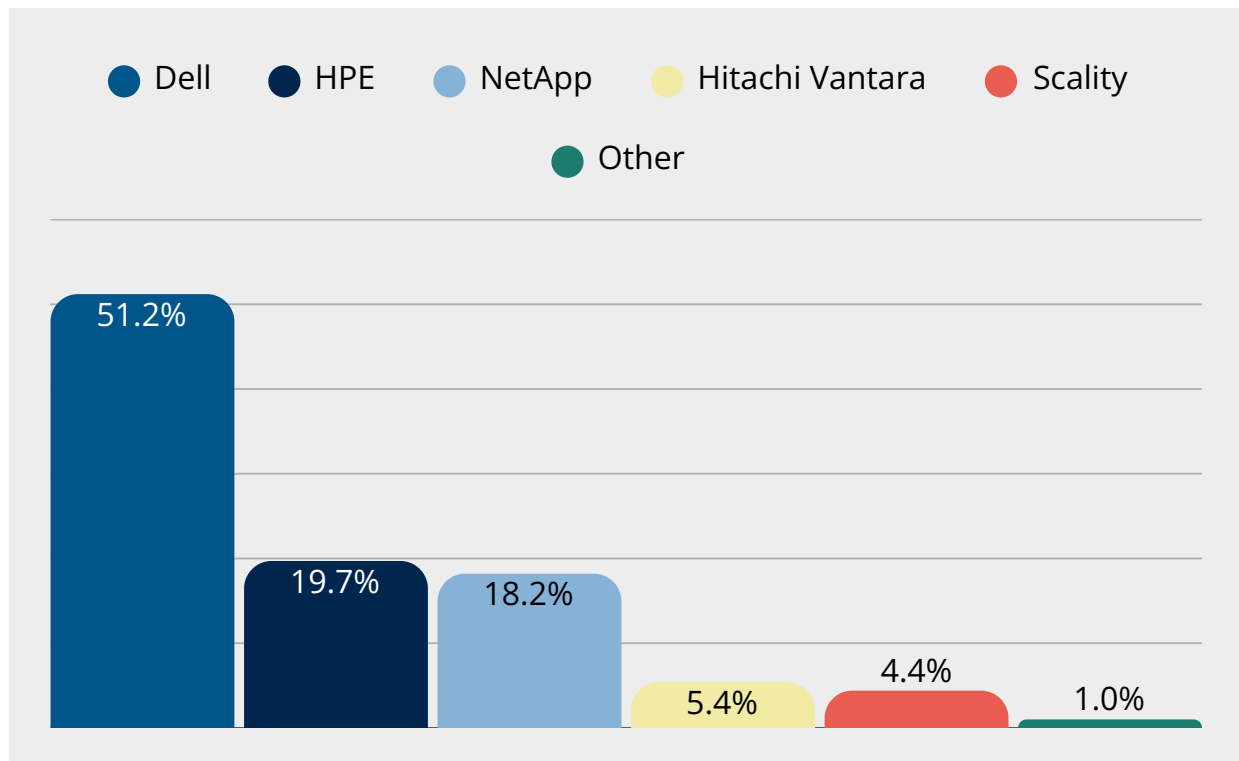


The survey results suggest IT professionals value storage platforms that deliver reliability, centralized management, and synchronized data operations across distributed edge environments. Dell's strong showing likely reflects its broad edge infrastructure portfolio, established enterprise customer base, and integrated storage solutions supporting AI deployments beyond the datacenter.

Edge AI Storage Platforms



In Innovation Leader voting, 51.2% of IT professionals selected Dell PowerScale/ECS, followed by HPE (19.7%), NetApp (18.2%), Hitachi Vantara (5.4%), and Scality (4.4%). Dell received more votes than all competing vendors combined, producing one of the strongest Innovation Leader performances among the enterprise AI storage categories.

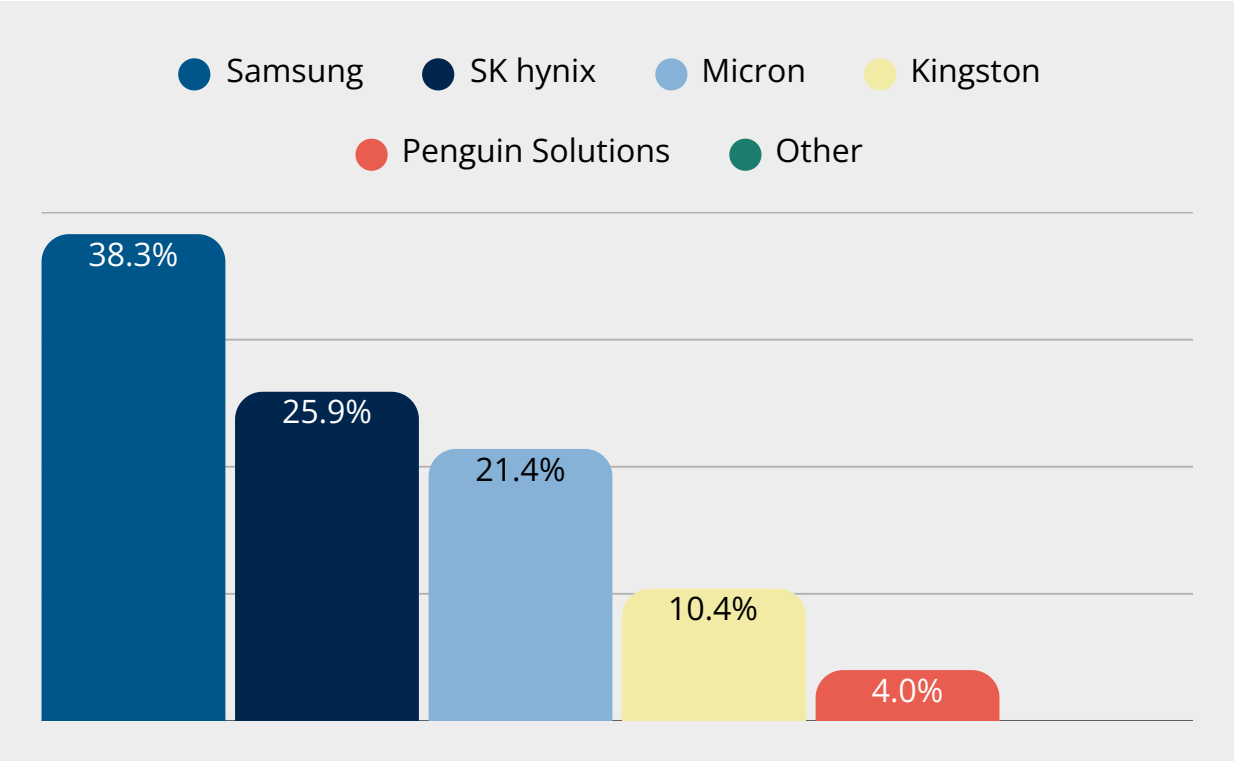


The results indicate that IT professionals associate innovation with intelligent edge storage architectures that simplify data synchronization, remote management, and AI inferencing across distributed locations. Dell's commanding Innovation Leader vote likely reflects continued investment in AI-ready edge infrastructure and strong visibility across enterprise edge computing initiatives.

Enterprise DRAM DIMMs



In Market Leader voting, 38.3% of IT professionals selected Samsung, followed by SK hynix (25.9%), Micron (21.4%), Kingston (10.4%), and Penguin Solutions (4.0%). The top three manufacturers captured more than 85% of the vote, indicating that IT professionals associate enterprise DRAM DIMMs with a small group of globally recognized memory suppliers.



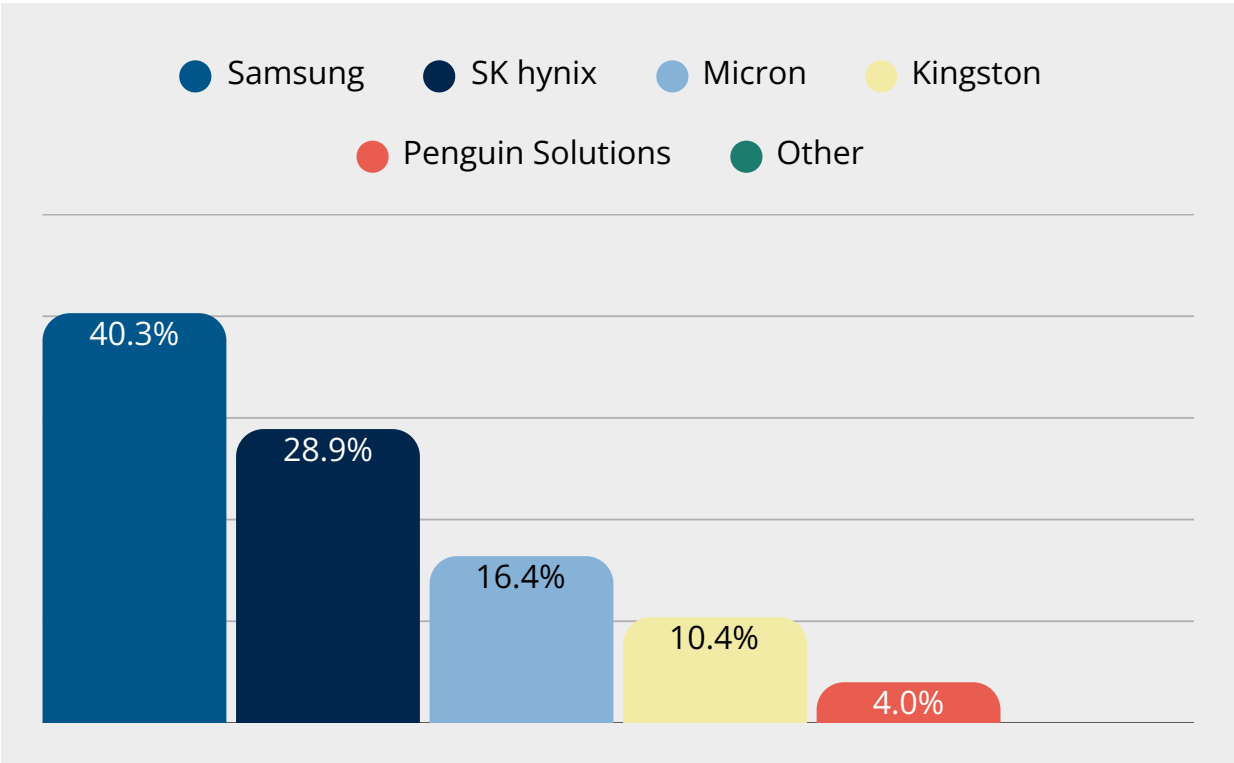
SAMSUNG

The survey results suggest IT professionals value manufacturers perceived to deliver high-performance, reliable memory for enterprise AI servers. Samsung's strong showing likely reflects its long history of market leadership in DRAM manufacturing, broad OEM relationships, and long-standing reputation for delivering advanced memory technologies at enterprise scale.

Enterprise DRAM DIMMs



In Innovation Leader voting, 40.3% of IT professionals selected Samsung, followed by SK hynix (28.9%), Micron (16.4%), Kingston (10.4%), and Penguin Solutions (4.0%). The voting closely mirrors the Market Leader results, suggesting respondents associate both market presence and innovation with the same leading enterprise memory manufacturers.



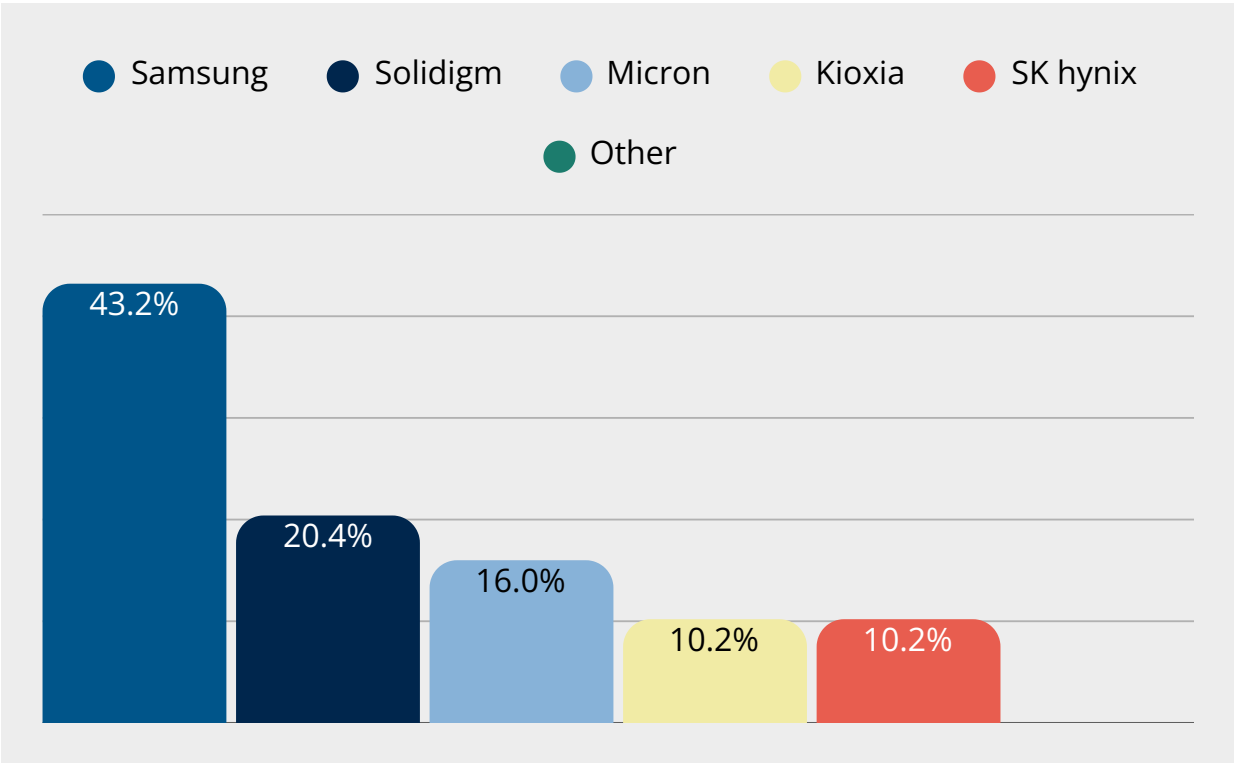
SAMSUNG

The results indicate that IT professionals associate innovation with advances in memory density, bandwidth, power efficiency, and next-generation DRAM technologies supporting AI infrastructure. Samsung's top Innovation Leader ranking likely reflects continued investment in advanced DDR5, MRDIMM, and future memory technologies designed for demanding enterprise AI workloads.

Enterprise AI SSDs



In Market Leader voting, 43.2% of IT professionals selected Samsung, followed by Solidigm (20.4%), Micron (16.0%), Kioxia (10.2%), and SK hynix (10.2%). Samsung earned more than twice the votes of the second-place vendor, indicating a strong IT professional association between Samsung and enterprise AI SSDs.



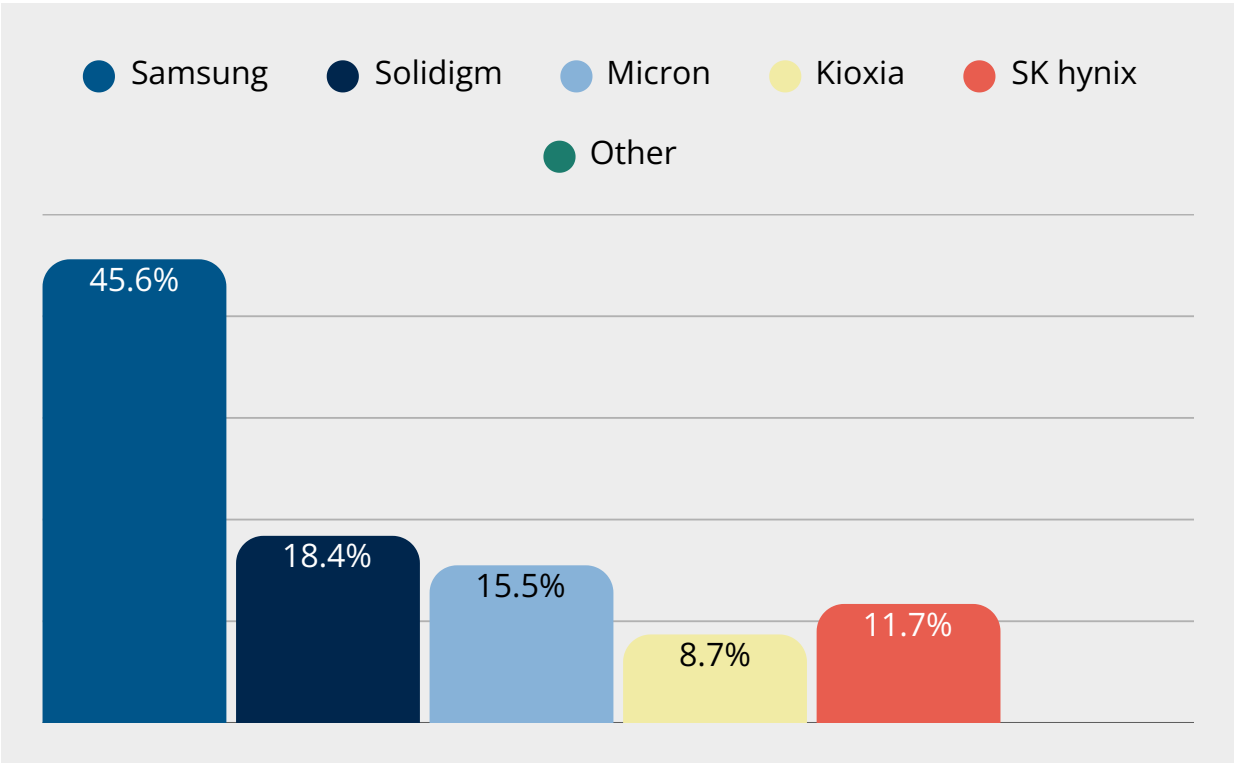
SAMSUNG

The survey results suggest IT professionals value SSD vendors perceived to deliver high performance, endurance, reliability, and consistent operation in enterprise AI environments. Samsung's strong showing likely reflects its broad enterprise SSD portfolio, extensive OEM relationships, and reputation for delivering storage solutions optimized for demanding AI workloads.

Enterprise AI SSDs



In Innovation Leader voting, 45.6% of IT professionals selected Samsung, followed by Solidigm (18.4%), Micron (15.5%), SK hynix (11.7%), and Kioxia (8.7%). Samsung expanded its lead over the field, indicating that IT professionals also associate the company with advancing innovation in enterprise AI SSD technologies.



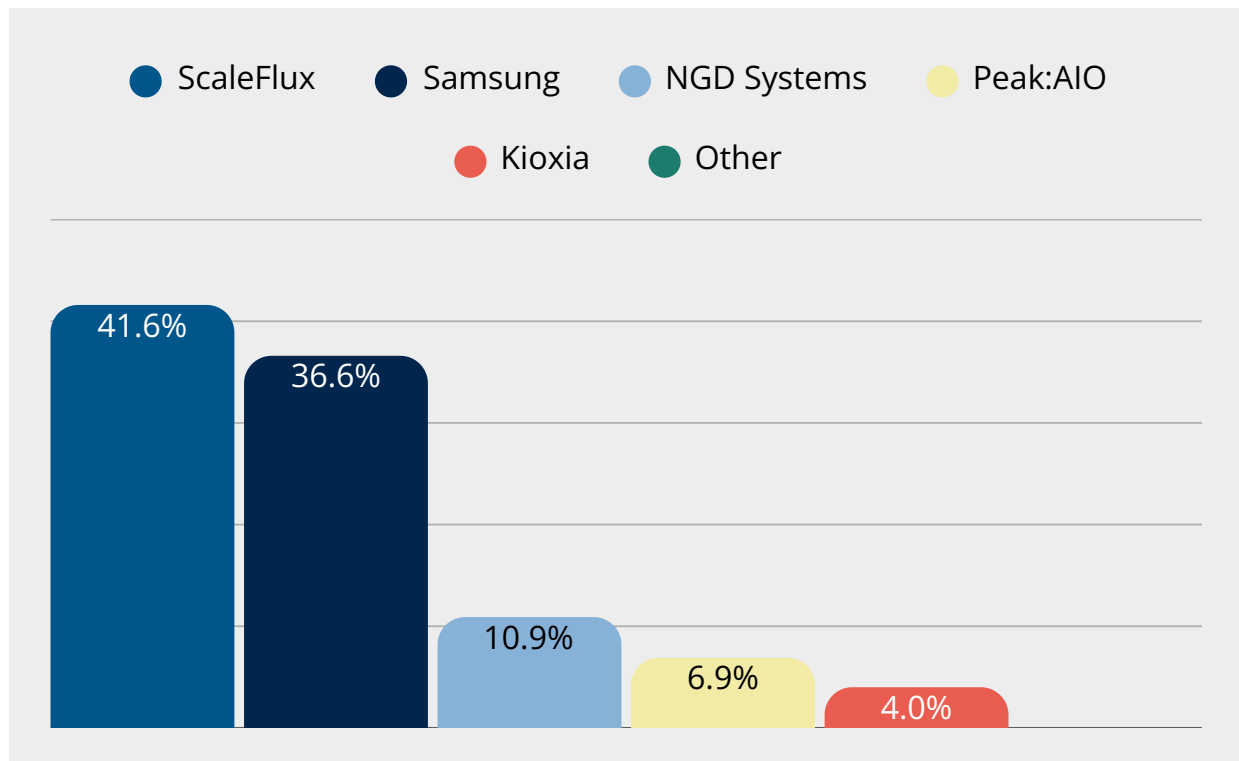
SAMSUNG

The results indicate that IT professionals associate innovation with higher-capacity SSDs, faster interfaces, improved endurance, and lower latency for AI workloads. Samsung's top ranking likely reflects continued investment in advanced NAND technologies, enterprise SSD controllers, and AI-optimized storage platforms supporting large-scale training and inference deployments.

Computational Storage



In Market Leader voting, 41.6% of IT professionals selected ScaleFlux CSD, followed by Samsung SmartSSD (36.6%), NGD Systems Newport (10.9%), Peak:AIO (6.9%), and Kioxia Computational Storage SSD Platform (4.0%). The top two vendors captured more than 78% of the vote, indicating strong IT professional recognition of these companies in enterprise AI computational storage.

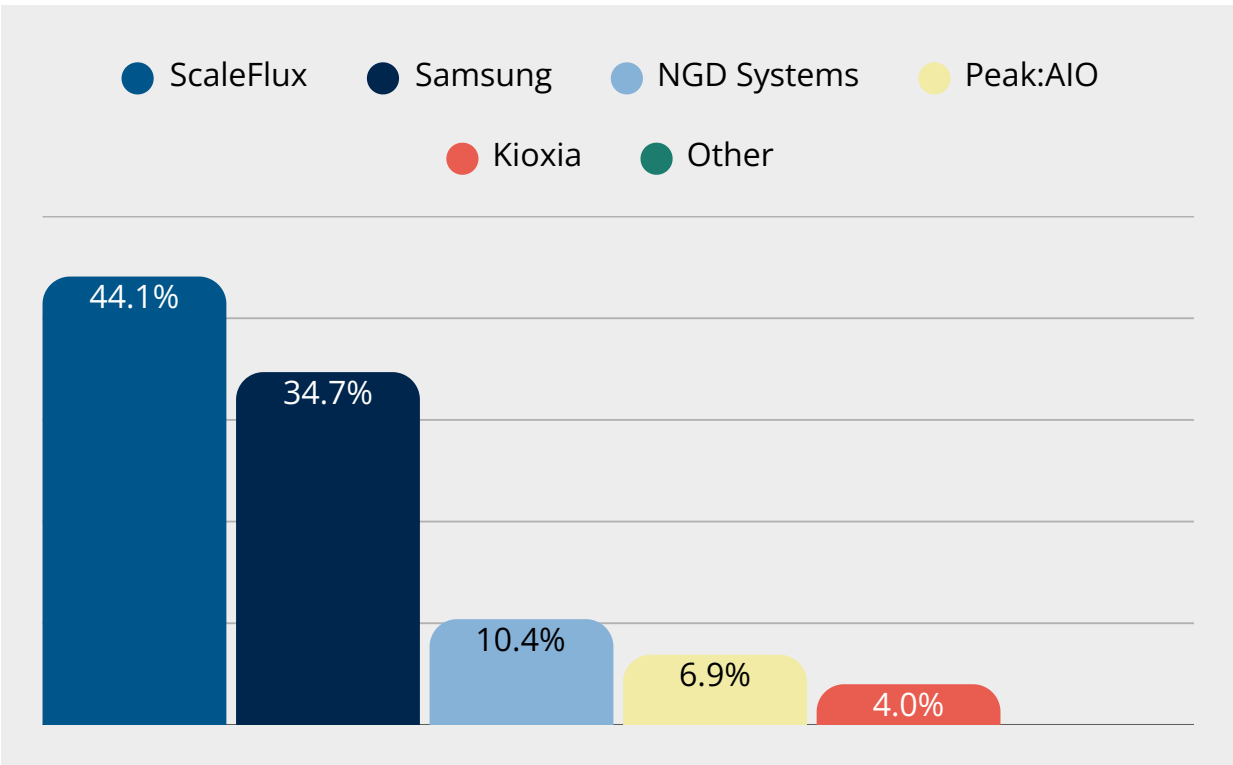


The survey results suggest IT professionals value computational storage solutions that improve AI infrastructure efficiency by offloading processing from CPUs and accelerating data-intensive workloads. ScaleFlux's strong showing likely reflects its early market presence, purpose-built computational storage architecture, and focus on enterprise AI and data center applications.

Computational Storage



In Innovation Leader voting, 44.1% of IT professionals selected ScaleFlux, followed by Samsung (34.7%), NGD Systems (10.4%), Peak:AIO (6.9%), and Kioxia (4.0%). The Innovation Leader results closely mirror the Market Leader voting, suggesting respondents associate computational storage innovation with the same vendors that currently define the market.



The results indicate that IT professionals associate innovation with storage platforms that integrate compute capabilities to reduce latency, improve throughput, and increase AI infrastructure efficiency. ScaleFlux's top ranking likely reflects continued investment in computational storage architectures designed to accelerate enterprise AI, analytics, and high-performance data processing.

Survey Results

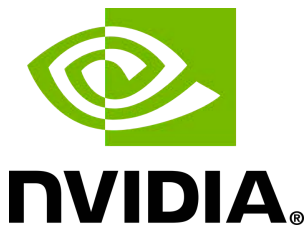
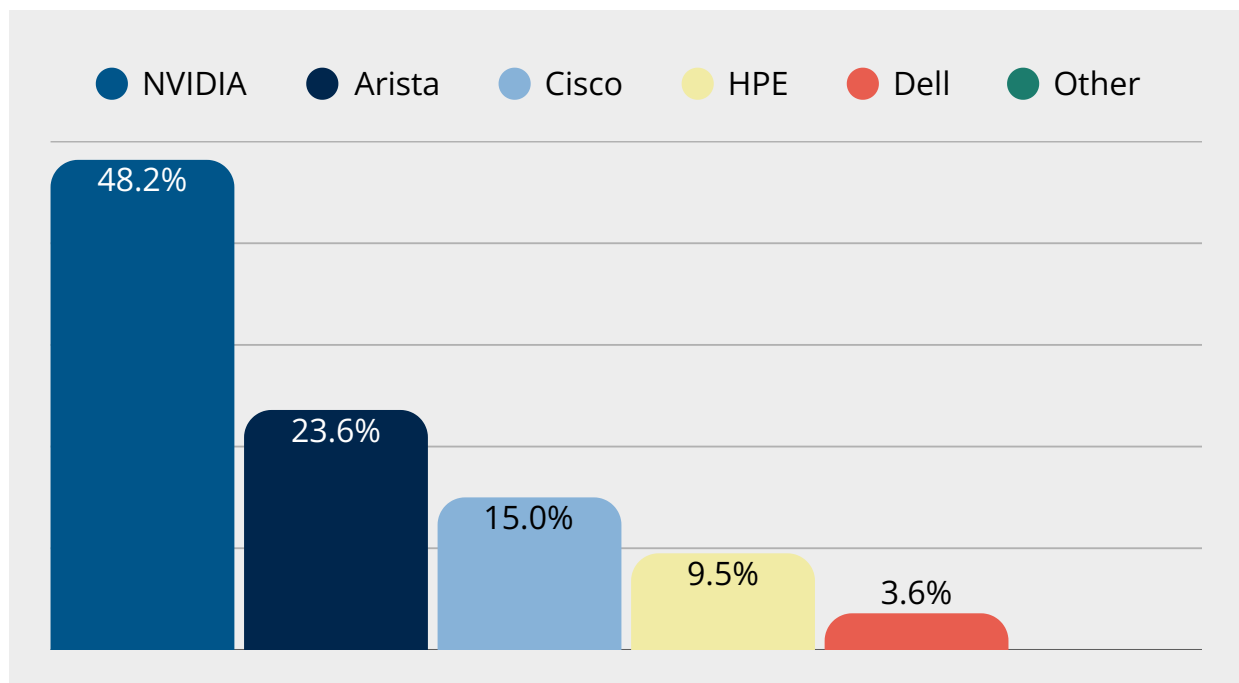
Enterprise Networking

Product Category	Market Leader	Innovation Leader
Enterprise AI Factory	Dell	Dell
Enterprise AI Training Servers	Dell	Dell
Enterprise AI Inference Servers	Dell	Dell
Enterprise Dense GPU Servers	Supermicro	Supermicro
Enterprise Liquid-Cooled AI Servers	HPE	HPE
Enterprise Edge AI Servers	Dell	Dell
Primary Flash Storage for AI	Dell	Everpure
Primary Disk Storage for AI	Dell	Dell
Scale-Out File Storage for AI	Dell	Everpure
Object Storage for AI	Dell	Dell
Hyperconverged Appliances for AI	Nutanix	Nutanix
AI Data Lakehouse Platforms	Databricks	Databricks
Global AI Storage Fabric Platforms	IBM	IBM
Edge AI Storage Platforms	Dell	Dell
Enterprise DRAM DIMMs	Samsung	Samsung
Enterprise AI SSDs	Samsung	Samsung
Computational Storage	ScaleFlux	ScaleFlux
Core Switches	NVIDIA	NVIDIA
Edge Switches	NVIDIA	NVIDIA
AI Accelerator Fabric Switches	Broadcom	Astera Labs
AI Infrastructure Management	Dell	Dell
Datacenter Power & Cooling Management Platforms	Vertiv	Vertiv
AI Observability Platforms	Datadog	Datadog
CXL Memory Expansion Modules (CMM)	Samsung	Samsung
CXL Memory Add-In Cards (AICs)	Penguin Solutions	Penguin Solutions
CXL Pooling Systems	LIQID	LIQID
CXL Memory Controllers	Montage	Montage
CXL Switches	Marvell	Marvell

Core Switches



In Market Leader voting, 48.2% of IT professionals selected NVIDIA AI Core Switches, including Quantum InfiniBand and Spectrum-X Ethernet platforms, followed by Arista (23.6%), Cisco (15.0%), HPE Juniper (9.5%), and Dell (3.6%). NVIDIA received nearly twice as many votes as the second-place vendor, reflecting a strong IT professional association with AI data center networking.

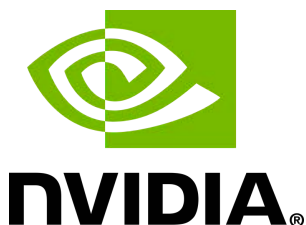
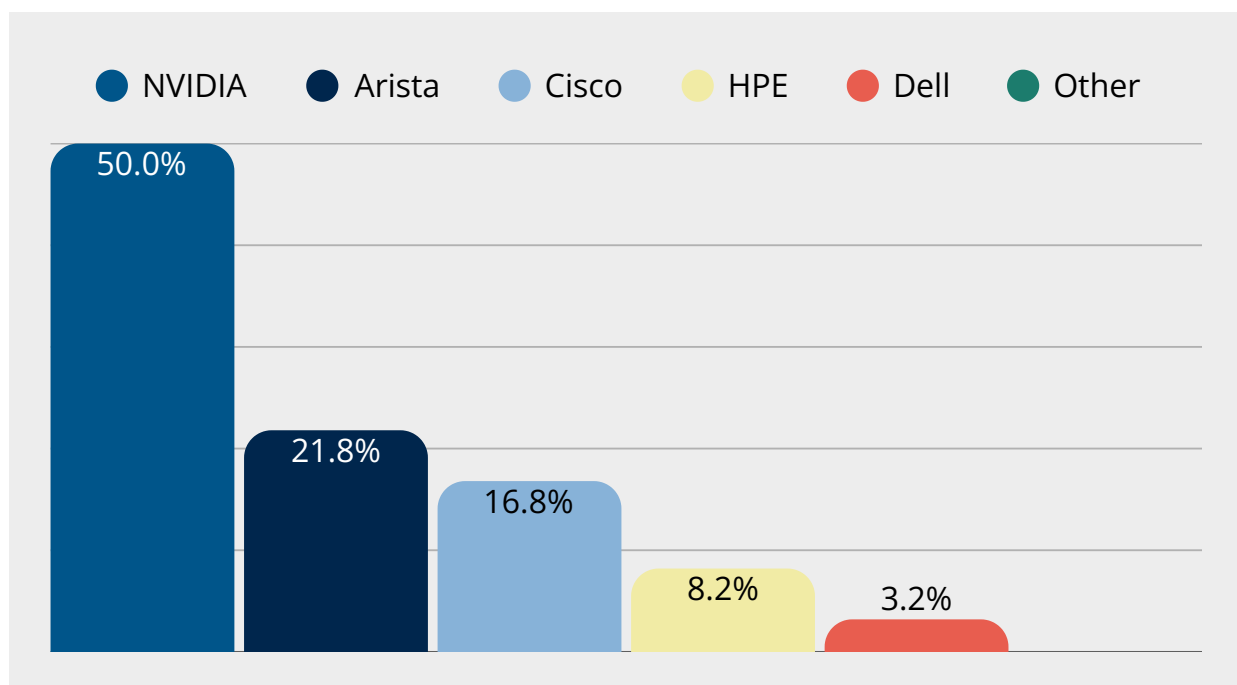


The survey results suggest IT professionals prioritize networking platforms optimized specifically for AI clusters, where bandwidth, latency, and GPU communication directly impact application performance. NVIDIA's strong showing likely reflects its unique position as the exclusive supplier of InfiniBand networking while also expanding its AI-optimized Ethernet portfolio with Spectrum-X.

Core Switches



In Innovation Leader voting, 50.0% of IT professionals selected NVIDIA AI Core Switches, followed by Arista (21.8%), Cisco (16.8%), HPE Juniper (8.2%), and Dell (3.2%). NVIDIA received half of all votes, indicating that IT professionals strongly associate the company with advancing innovation in AI data center networking.

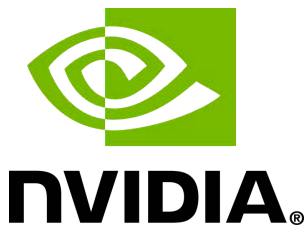
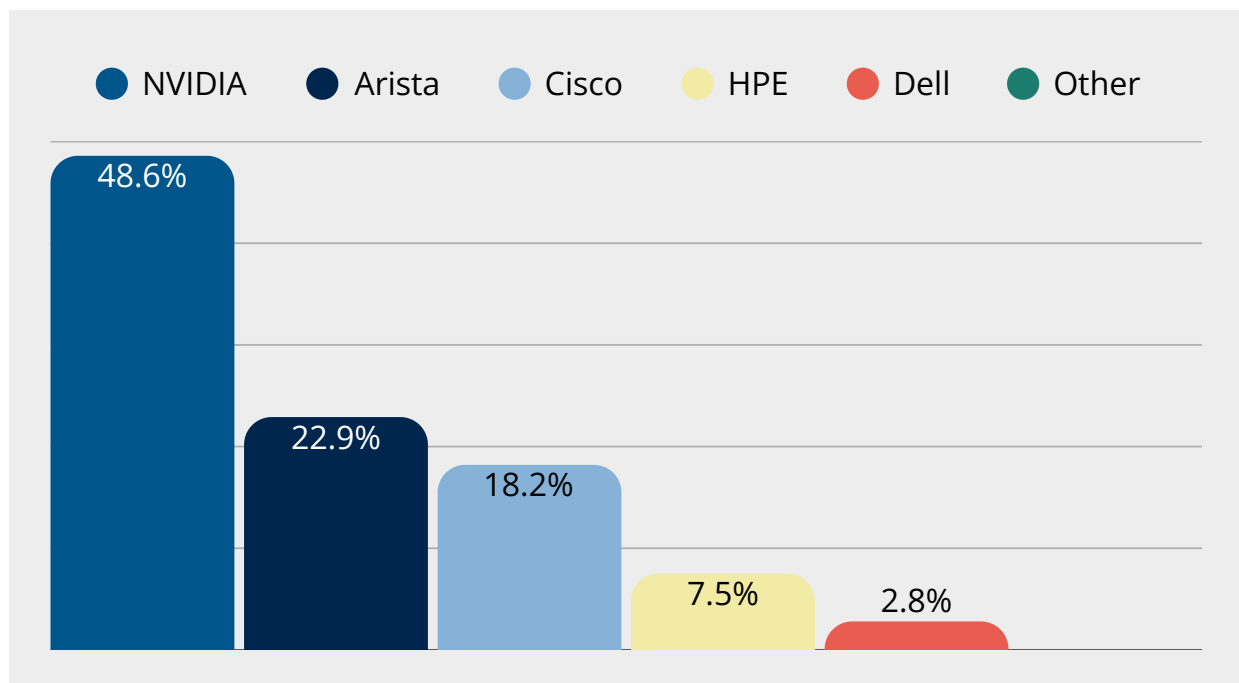


The results indicate that IT professionals associate innovation with networking technologies purpose-built for AI rather than conventional enterprise traffic. NVIDIA's commanding Innovation Leader vote likely reflects continued investment in InfiniBand, Spectrum-X Ethernet, adaptive routing, congestion control, and tightly integrated networking designed to maximize the performance and scalability of large AI clusters.

Top-of-Rack Edge Switches



In Market Leader voting, 48.6% of IT professionals selected NVIDIA AI Edge Switches, including Quantum InfiniBand and Spectrum-X Ethernet platforms, followed by Arista (22.9%), Cisco (18.2%), HPE Juniper (7.5%), and Dell (2.8%). NVIDIA received more than twice the votes of the second-place vendor, indicating a strong IT professional association with AI top-of-rack networking.

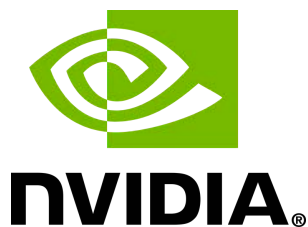
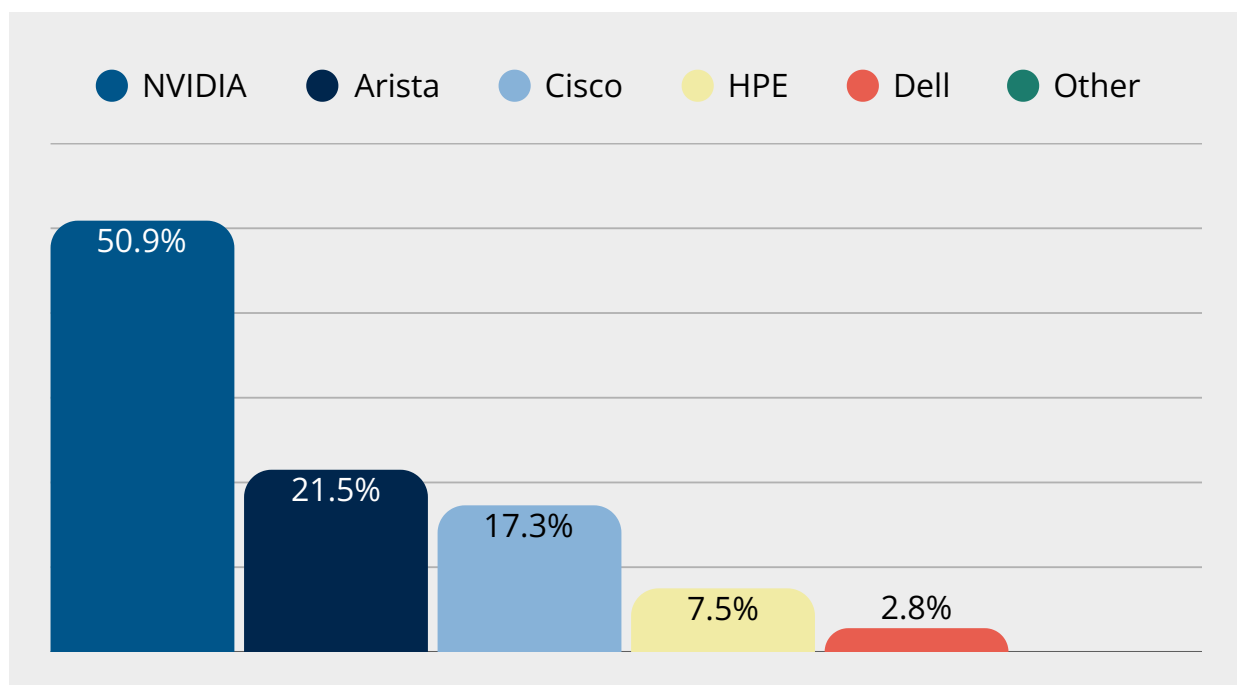


The survey results suggest IT professionals prioritize top-of-rack switches that maximize GPU utilization through low latency, high bandwidth, and efficient east-west traffic within AI clusters. NVIDIA's strong showing likely reflects its exclusive InfiniBand portfolio, AI-optimized Spectrum-X Ethernet platform, and close integration with NVIDIA GPU-based AI infrastructure.

Top-of-Rack Edge Switches



In Innovation Leader voting, 50.9% of IT professionals selected NVIDIA AI Edge Switches, followed by Arista (21.5%), Cisco (17.3%), HPE Juniper (7.5%), and Dell (2.8%). NVIDIA earned a majority of the vote, indicating that IT professionals strongly associate the company with innovation in AI top-of-rack networking technologies.

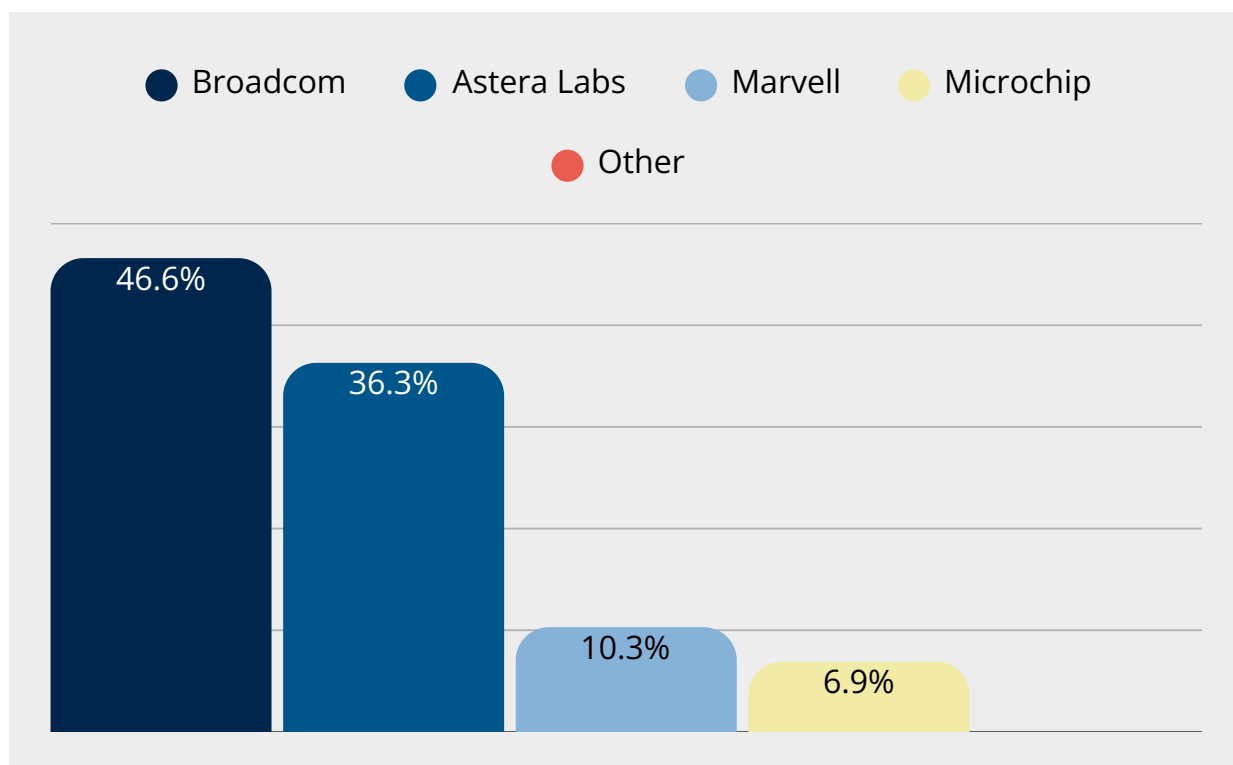


The results indicate that IT professionals associate innovation with networking technologies purpose-built for AI fabrics rather than traditional enterprise Ethernet. NVIDIA's commanding Innovation Leader vote likely reflects continued investment in InfiniBand, Spectrum-X Ethernet, congestion management, and rack-scale networking architectures designed to optimize AI training and inference performance.

AI Accelerator Fabric Switches



In Market Leader voting, 46.6% of IT professionals selected Broadcom PEX Accelerator Fabric Switches, followed by Astera Labs Scorpio Smart Fabric Switch (36.3%), Marvell Structera (10.3%), and Microchip Switchtec (6.9%). The top two vendors captured more than 82% of the vote, indicating that IT professionals strongly associate AI accelerator fabric switching with these two companies.

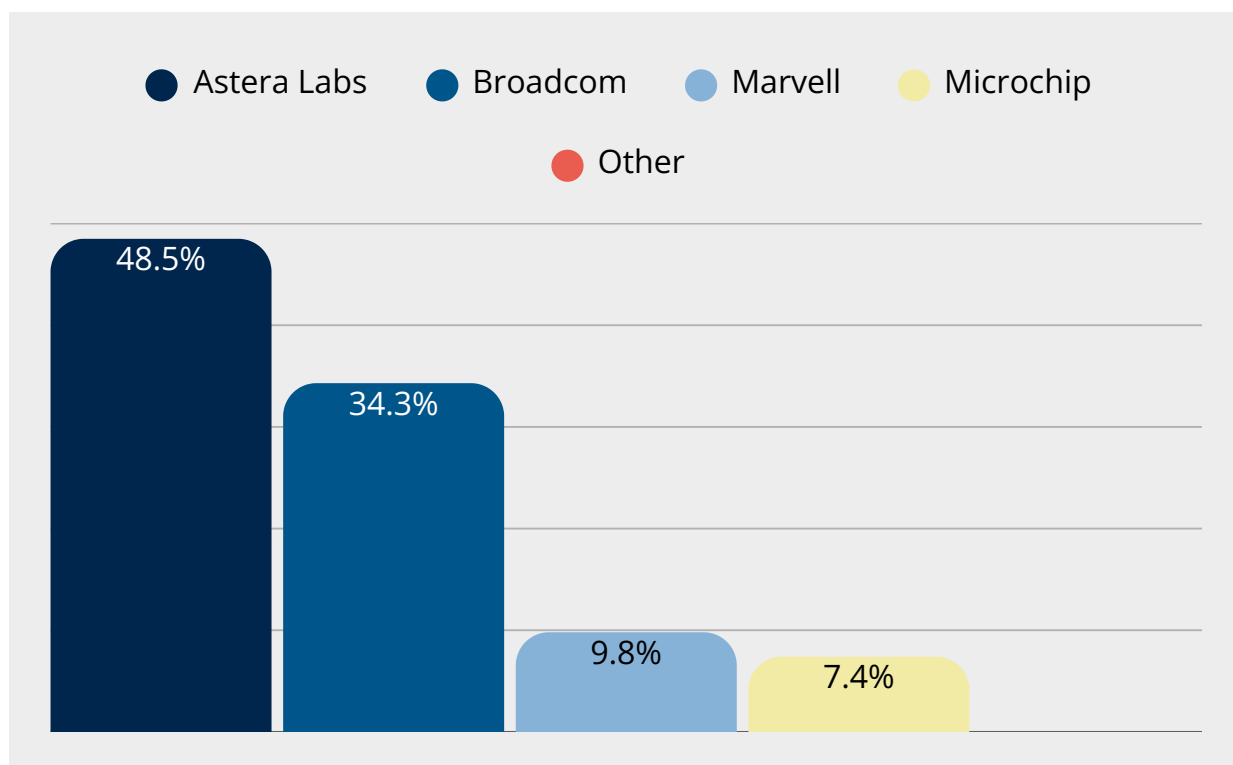


The survey results suggest IT professionals value accelerator fabric switches that provide proven performance, interoperability, and scalability for connecting GPUs, CPUs, memory, and storage. Broadcom's strong showing likely reflects its long-established leadership in high-speed connectivity silicon and broad adoption across enterprise and hyperscale infrastructure.

AI Accelerator Fabric Switches



In Innovation Leader voting, 48.5% of IT professionals selected Astera Labs Scorpio Smart Fabric Switch, followed by Broadcom (34.3%), Marvell (9.8%), and Microchip (7.4%). Unlike the Market Leader results, respondents shifted their Innovation Leader voting to Astera Labs, indicating a different perception of technology leadership in AI accelerator fabric switching.



The results indicate that IT professionals associate innovation with purpose-built accelerator fabrics optimized for AI scale-up architectures, PCIe, and CXL connectivity. Astera Labs' top Innovation Leader ranking likely reflects its rapid introduction of AI-focused fabric technologies designed to improve accelerator communication, composability, and overall AI infrastructure performance.

Survey Results

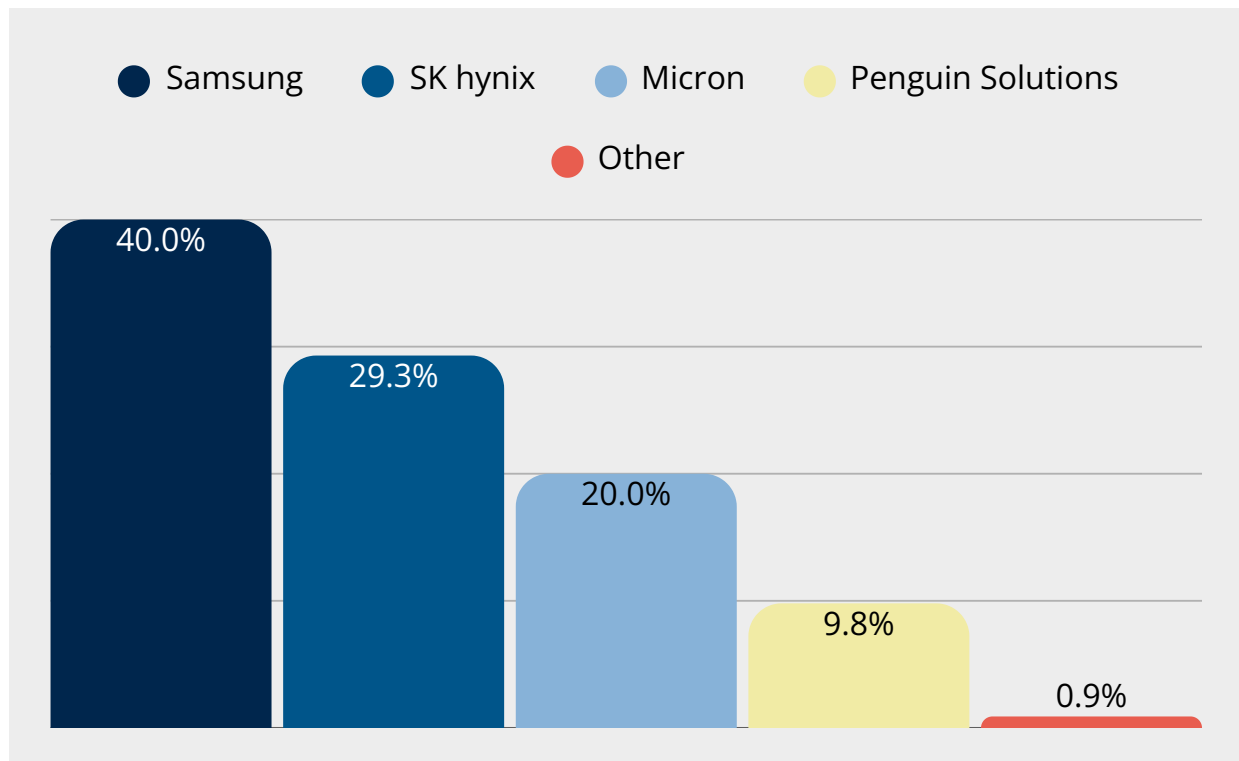
Enterprise CXL Products

Product Category	Market Leader	Innovation Leader
Enterprise AI Factory	Dell	Dell
Enterprise AI Training Servers	Dell	Dell
Enterprise AI Inference Servers	Dell	Dell
Enterprise Dense GPU Servers	Supermicro	Supermicro
Enterprise Liquid-Cooled AI Servers	HPE	HPE
Enterprise Edge AI Servers	Dell	Dell
Primary Flash Storage for AI	Dell	Everpure
Primary Disk Storage for AI	Dell	Dell
Scale-Out File Storage for AI	Dell	Everpure
Object Storage for AI	Dell	Dell
Hyperconverged Appliances for AI	Nutanix	Nutanix
AI Data Lakehouse Platforms	Databricks	Databricks
Global AI Storage Fabric Platforms	IBM	IBM
Edge AI Storage Platforms	Dell	Dell
Enterprise DRAM DIMMs	Samsung	Samsung
Enterprise AI SSDs	Samsung	Samsung
Computational Storage	ScaleFlux	ScaleFlux
Core Switches	NVIDIA	NVIDIA
Edge Switches	NVIDIA	NVIDIA
AI Accelerator Fabric Switches	Broadcom	Astera Labs
AI Infrastructure Management	Dell	Dell
Datacenter Power & Cooling Management Platforms	Vertiv	Vertiv
AI Observability Platforms	Datadog	Datadog
CXL Memory Expansion Modules (CMM)	Samsung	Samsung
CXL Memory Add-In Cards (AICs)	Penguin Solutions	Penguin Solutions
CXL Pooling Systems	LIQID	LIQID
CXL Memory Controllers	Montage	Montage
CXL Switches	Marvell	Marvell

CXL Memory Expansion Modules



In Market Leader voting, 40.0% of voters from the CXL community selected Samsung CXL Memory Expansion Modules, followed by SK hynix (29.3%), Micron (20.0%), and Penguin Solutions (9.8%). The top three vendors captured nearly 90% of the vote, indicating that IT professionals associate CXL memory expansion primarily with the industry's largest enterprise memory manufacturers.



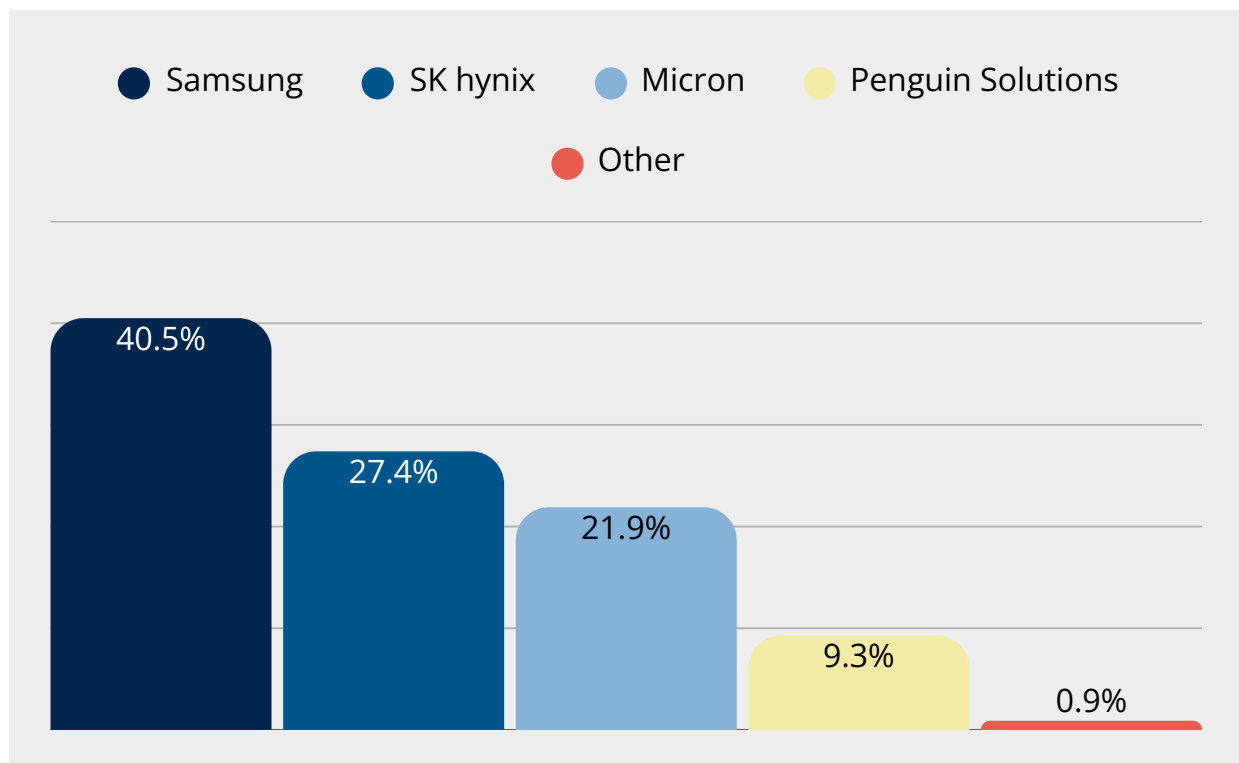
SAMSUNG

The survey results suggest CXL pros value vendors perceived to have deep expertise in enterprise memory technologies and strong OEM relationships. Samsung's top ranking likely reflects its leadership in DRAM development, early commercialization of CXL memory expansion modules, and continued investment in next-generation memory architectures for AI infrastructure.

CXL Memory Expansion Modules



In Innovation Leader voting, 40.5% of CXL community voters selected Samsung, followed by SK hynix (27.4%), Micron (21.9%), and Penguin Solutions (9.3%). The Innovation Leader results closely mirror the Market Leader voting, suggesting respondents associate both current market momentum and future CXL memory innovation with the same group of established memory manufacturers.



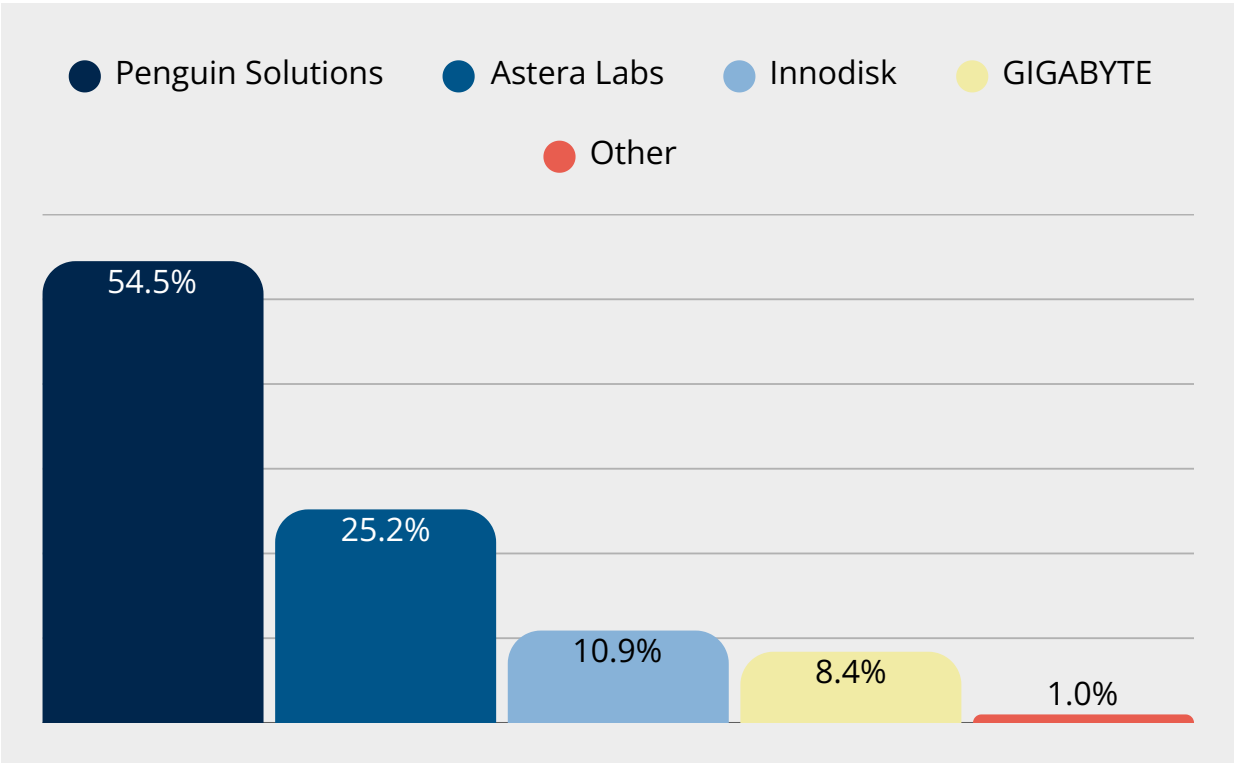
SAMSUNG

The results indicate that the CXL community associates innovation with higher-capacity memory expansion, improved memory utilization, and scalable architectures enabled by CXL. Samsung's strong Innovation Leader showing likely reflects continued investment in CXL-enabled memory technologies designed to expand memory capacity and improve AI server efficiency without increasing traditional DRAM footprints.

CXL Memory Add-in Cards



In Market Leader voting, 54.5% of CXL community voters selected Penguin Solutions SMART CXA-8F2W CXL Add-In Card, followed by Astera Labs Leo A1000 (25.2%), Innodisk (10.9%), and GIGABYTE (8.4%). Penguin Solutions received more votes than all competing vendors combined, indicating a strong IT professional association with enterprise CXL memory expansion cards.

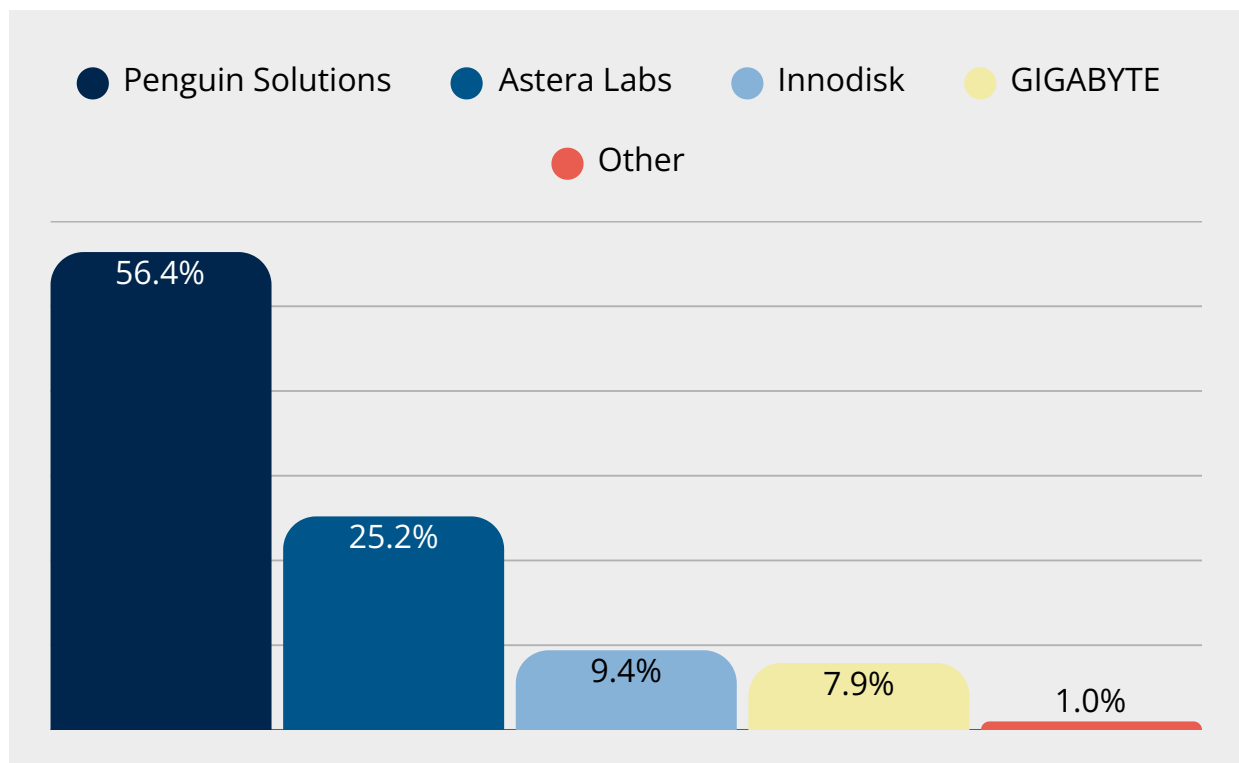


The survey results suggest CXL pros value vendors that transform emerging CXL technology into deployable enterprise solutions. Penguin Solutions' commanding vote likely reflects its focus on commercial CXL memory products, system integration expertise, and early leadership in bringing CXL memory expansion technology to enterprise AI infrastructure.

CXL Memory Add-in Cards



In Innovation Leader voting, 56.4% of voters from the CXL community selected Penguin Solutions, followed by Astera Labs (25.2%), Innodisk (9.4%), and GIGABYTE (7.9%). Penguin Solutions expanded its lead over the field, indicating that IT professionals strongly associate the company with innovation in enterprise CXL memory add-in cards.

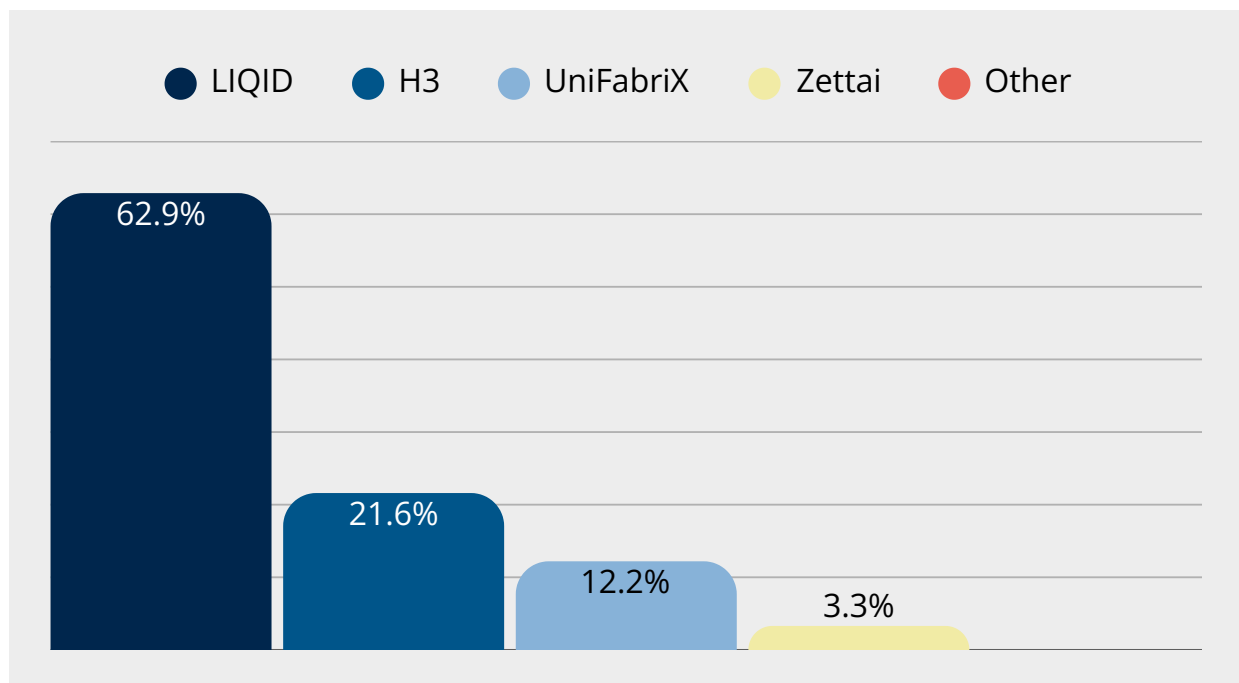


The results indicate that CXL pros associate innovation with practical CXL memory expansion products that increase memory capacity and improve AI infrastructure efficiency. Penguin Solutions' strong Innovation Leader showing likely reflects its early commercialization of CXL add-in cards and its emphasis on delivering production-ready enterprise memory expansion solutions.

CXL Pooling Systems



In Market Leader voting, 62.9% of CXL community voters selected LIQID SmartStack CXL Memory Pooling System, followed by H3 Falcon C5022 (21.6%), UniFabriX MAX (12.2%), and Zettai ZettEngine (3.3%). LIQID received nearly three times as many votes as the second-place vendor, indicating a strong IT professional association with enterprise CXL memory pooling systems.

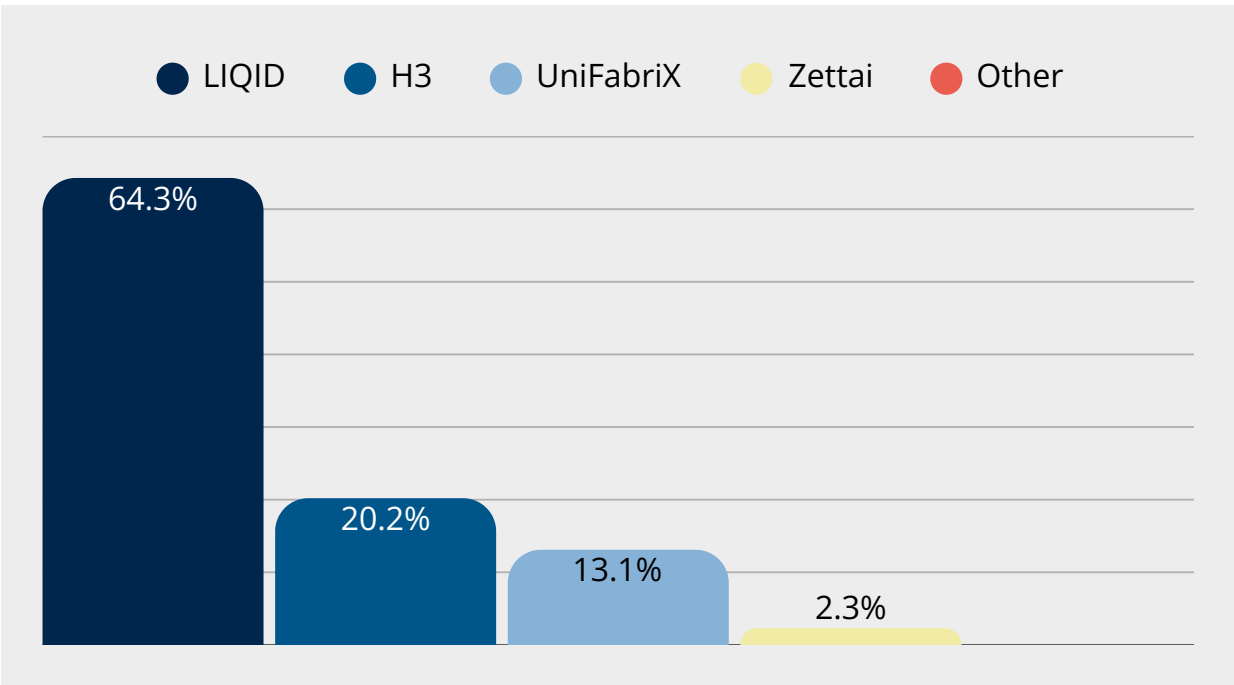


The survey results suggest CXL pros value complete memory pooling platforms that combine hardware, software, and resource orchestration into deployable enterprise solutions. LIQID's commanding vote likely reflects its long-standing expertise in composable infrastructure and early commercialization of CXL-based memory pooling technologies for AI and high-performance computing.

CXL Pooling Systems



In Innovation Leader voting, 64.3% of voters from the CXL community selected LIQID, followed by H3 (20.2%), UniFabriX (13.1%), and Zettai (2.3%). LIQID expanded its lead in Innovation Leader voting, receiving nearly two-thirds of all votes and producing one of the most decisive outcomes across the Enterprise AI Infrastructure survey.

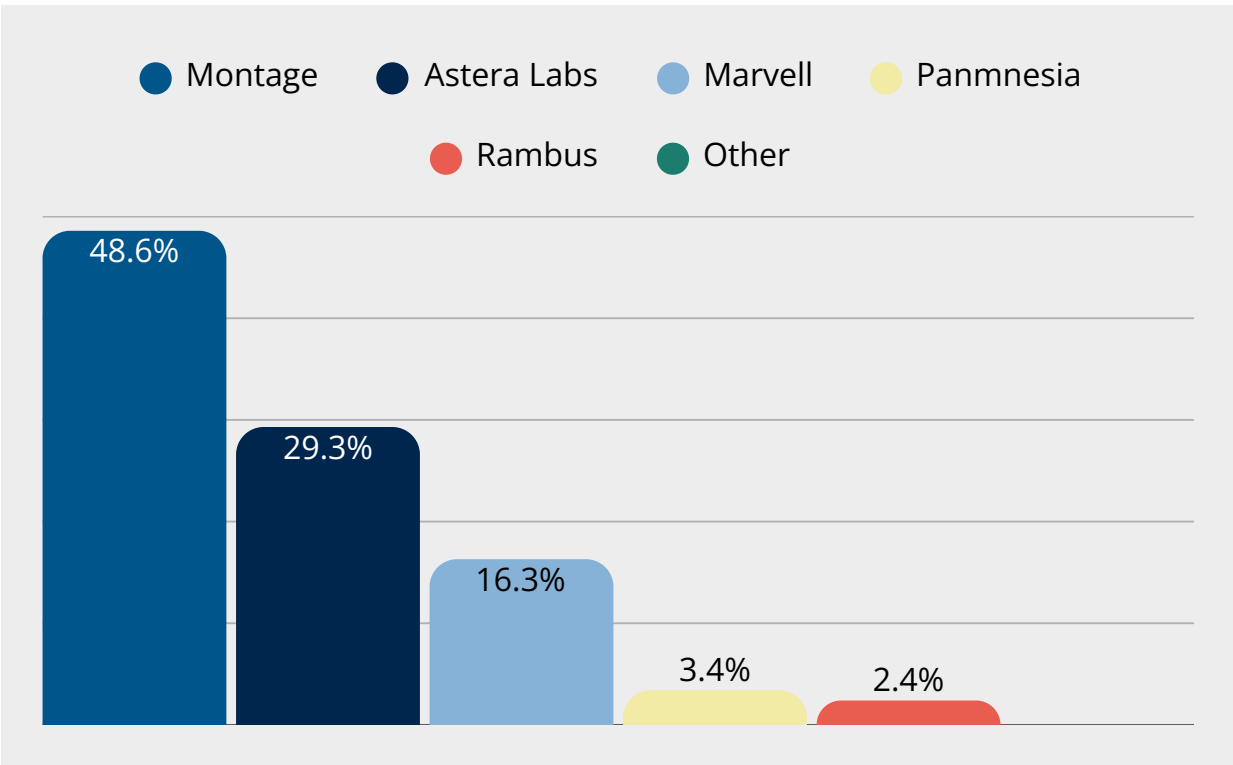


The results indicate that CXL professionals associate innovation with composable memory architectures that improve utilization, scalability, and infrastructure flexibility. LIQID's overwhelming Innovation Leader showing likely reflects its pioneering work in resource composability and continued investment in practical CXL memory pooling solutions for enterprise AI deployments.

CXL Memory Controllers



In Market Leader voting, 48.6% of voters in the CXL community selected Montage CXL Memory Controllers, followed by Astera Labs Leo (29.3%), Marvell Structera X (16.3%), Panmnesia (3.4%), and Rambus (2.4%). The top three vendors captured more than 94% of the vote, indicating that IT professionals associate enterprise CXL memory controllers with a small group of leading technology providers.

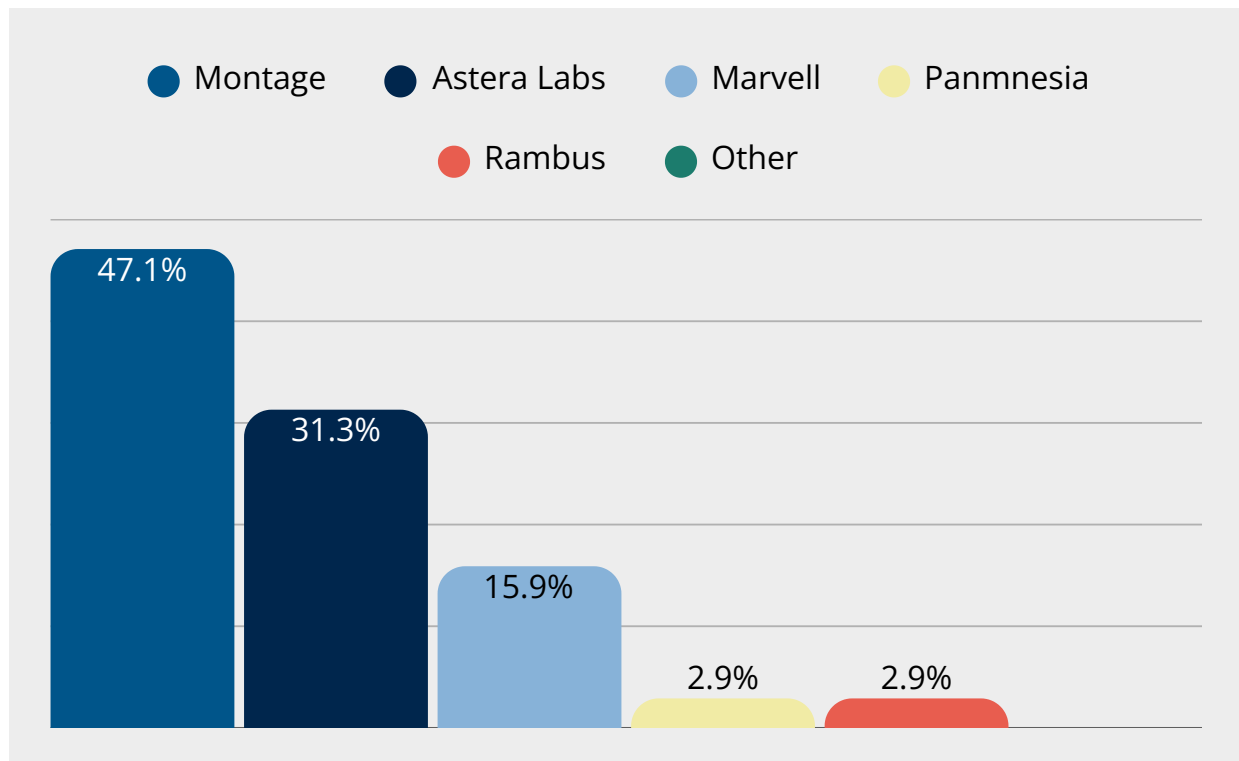


The survey results suggest CXL professionals value controller technologies that enable reliable memory expansion, coherency, and interoperability across CXL-enabled systems. Montage's strong showing likely reflects its long-standing expertise in memory interface silicon, close relationships with server OEMs, and early investment in enterprise CXL controller technologies.

CXL Memory Controllers



In Innovation Leader voting, 47.1% of CXL community voters selected Montage, followed by Astera Labs (31.3%), Marvell (15.9%), Panmnesia (2.9%), and Rambus (2.9%). The Innovation Leader voting closely mirrored the Market Leader results, suggesting respondents associate both technical innovation and commercial momentum with the same leading CXL controller vendors.

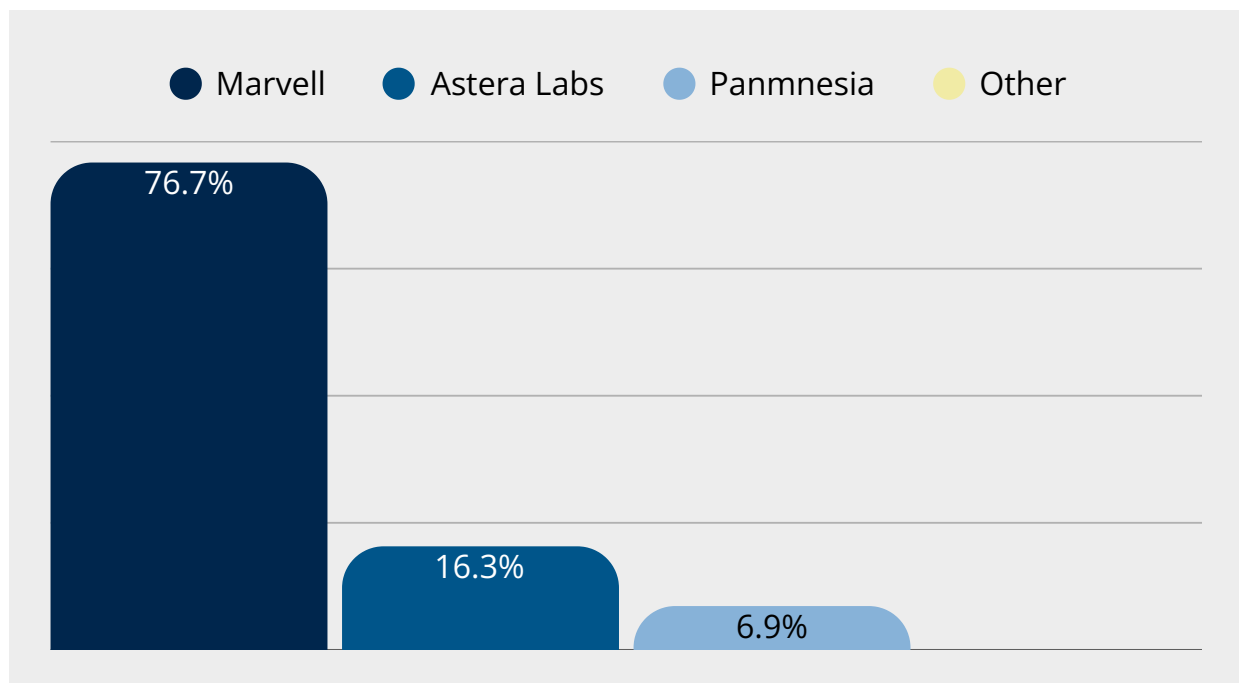


The results indicate the CXL community associates innovation with controllers that improve memory sharing, scalability, and performance across composable AI infrastructure. Montage's top Innovation Leader ranking likely reflects continued advances in CXL controller design, while Astera Labs' strong showing underscores growing recognition of its innovations in next-generation connectivity and memory expansion technologies.

CXL Switches



In Market Leader voting, 76.7% of the CXL community selected Marvell CXL Switches, followed by Astera Labs (16.3%) and Panmnesia (6.9%). Marvell received more than three-quarters of all votes, producing one of the strongest Market Leader performances across the entire Enterprise AI Infrastructure survey. This reflects an overwhelming CXL community association of the Marvell (XConn) brand with CXL switches.

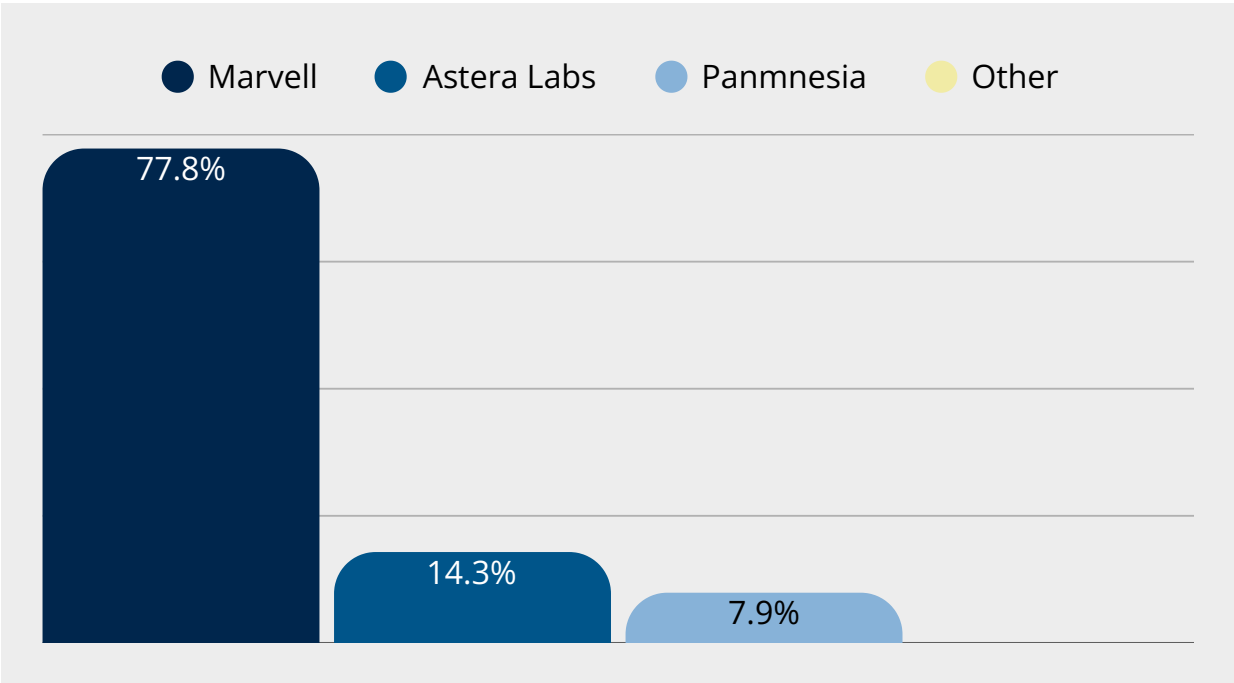


The survey results suggest the CXL community recognizes and values the pioneering development and singular focus on CXL switch technology by XConn Technologies. The company that has been the face of CXL switches for the last several years was recently acquired by Marvell.

CXL Switches



In Innovation Leader voting, 77.8% of CXL professionals selected Marvell, followed by Astera Labs (14.3%) and Panmnesia (7.9%). The Innovation Leader results closely mirrored the Market Leader voting, indicating an overwhelming IT professional perception that Marvell is driving innovation in enterprise CXL switching technologies.



Marvell's overwhelming Innovation Leader vote likely reflects the fact that its XConn-based CXL switches have been the only production-ready products available, making them widely deployed in evaluations, demonstrations, proof-of-concepts, and production systems while competing solutions continue to mature.

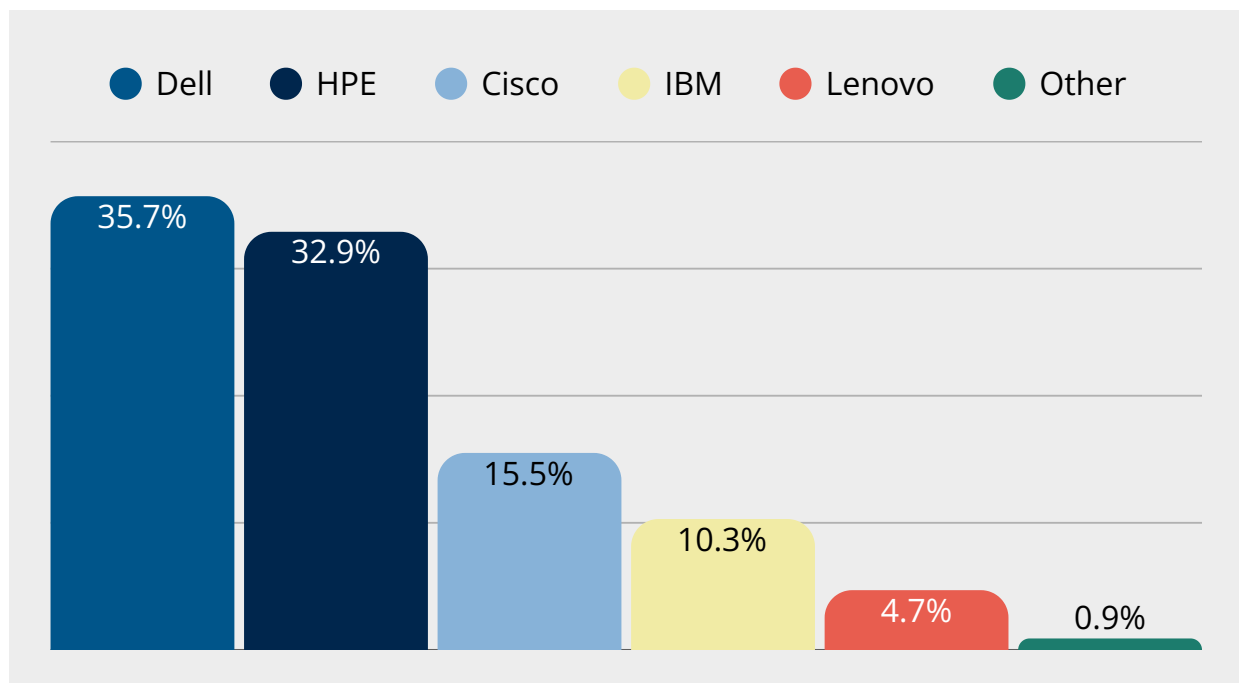
Enterprise AI Infra Management

Product Category	Market Leader	Innovation Leader
Enterprise AI Factory	Dell	Dell
Enterprise AI Training Servers	Dell	Dell
Enterprise AI Inference Servers	Dell	Dell
Enterprise Dense GPU Servers	Supermicro	Supermicro
Enterprise Liquid-Cooled AI Servers	HPE	HPE
Enterprise Edge AI Servers	Dell	Dell
Primary Flash Storage for AI	Dell	Everpure
Primary Disk Storage for AI	Dell	Dell
Scale-Out File Storage for AI	Dell	Everpure
Object Storage for AI	Dell	Dell
Hyperconverged Appliances for AI	Nutanix	Nutanix
AI Data Lakehouse Platforms	Databricks	Databricks
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Edge AI Storage Platforms	Dell	Dell
Enterprise DRAM DIMMs	Samsung	Samsung
Enterprise AI SSDs	Samsung	Samsung
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Core Switches	NVIDIA	NVIDIA
Edge Switches	NVIDIA	NVIDIA
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CXL Pooling Systems	LIQID	LIQID
CXL Memory Controllers	Montage	Montage
CXL Switches	Marvell	Marvell

AI Infrastructure Management



In Market Leader voting, 35.7% of IT professionals selected Dell OpenManage Enterprise, followed by HPE GreenLake/OneView, Cisco Intersigh, Lenovo XClarity, and IBM Fusion HCI. The top two vendors captured nearly 69% of the vote, indicating that IT professionals associate AI infrastructure management with a relatively small group of established enterprise platform providers.

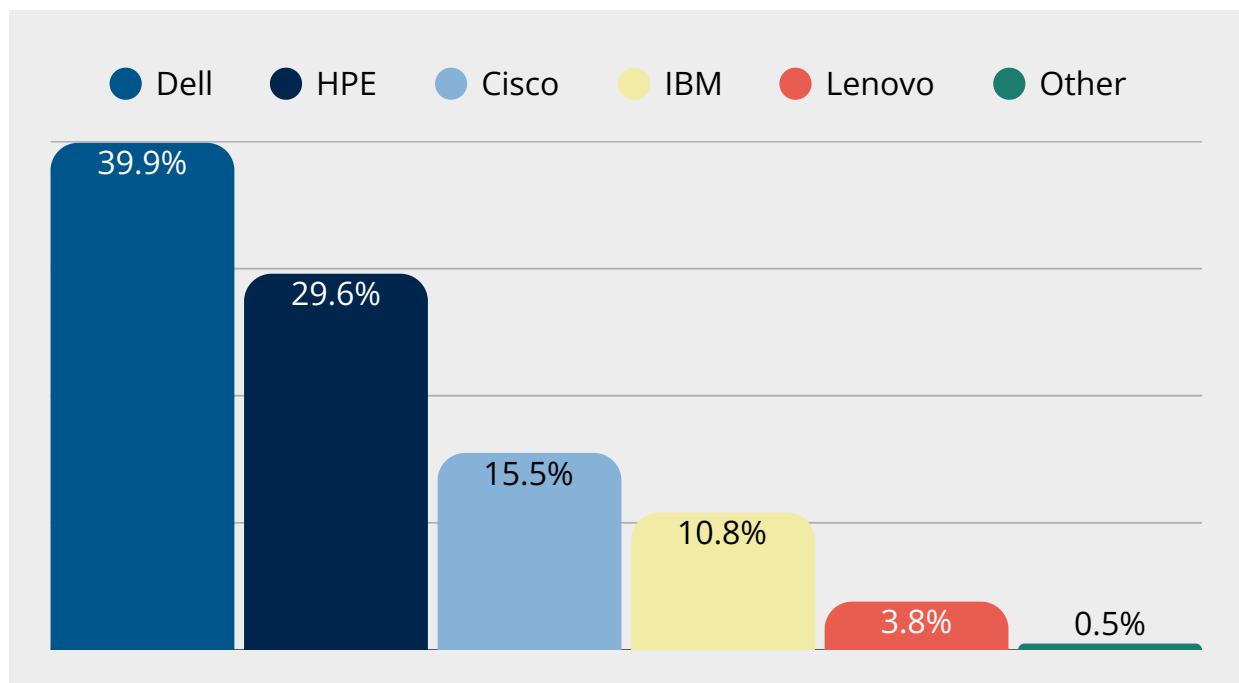


The survey results suggest IT professionals value management platforms that simplify AI infrastructure deployment, monitoring, lifecycle management, and operational consistency. Dell's strong showing likely reflects the maturity of OpenManage, broad adoption across enterprise environments, and its integration with Dell's expanding AI infrastructure portfolio.

AI Infrastructure Management



In Innovation Leader voting, 39.9% of IT professionals selected Dell OpenManage Enterprise, followed by HPE GreenLake/OneView, Cisco Intersight, Lenovo XClarity, and IBM Fusion HCI. Dell expanded its lead in Innovation Leader voting, indicating that respondents also associate the company with advancing AI infrastructure management capabilities.

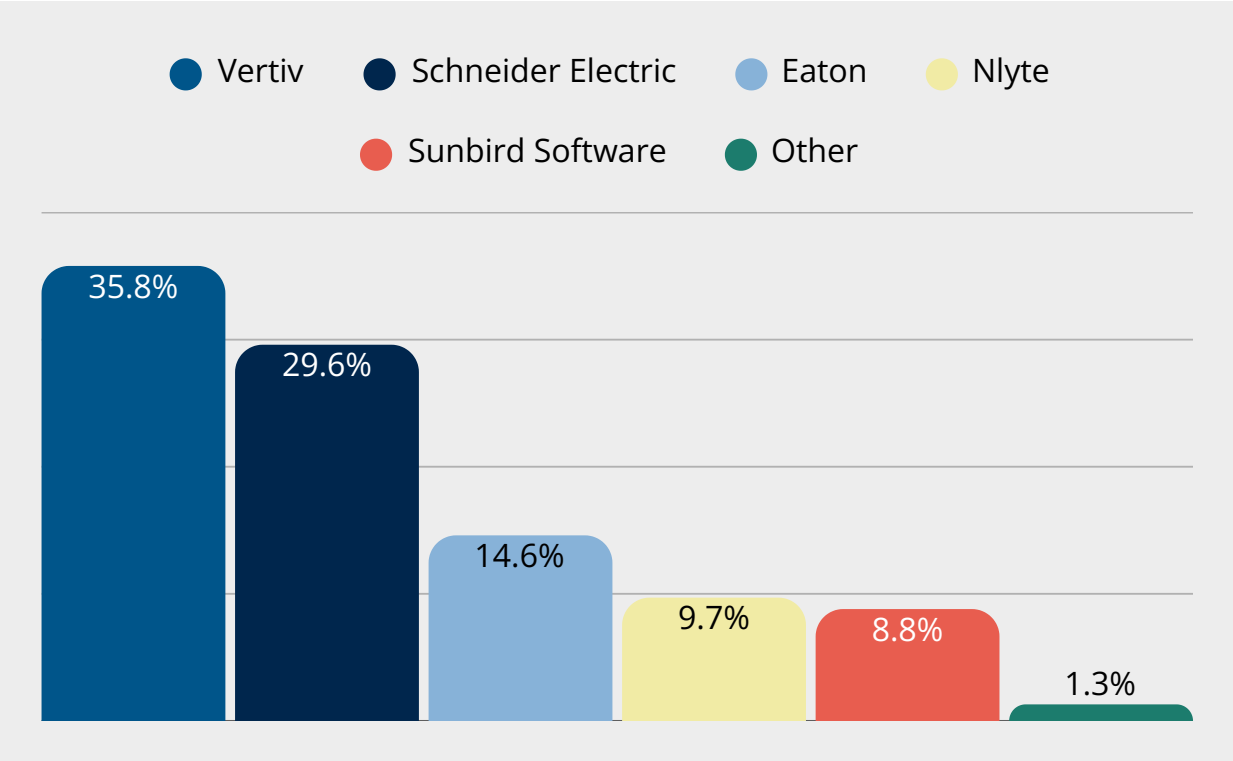


The results indicate that IT professionals associate innovation with greater automation, predictive operations, infrastructure orchestration, and unified management across AI environments. Dell's strong Innovation Leader showing likely reflects continued investment in AI-driven operations, integrated lifecycle management, and software capabilities that simplify the deployment and operation of enterprise AI infrastructure.

DC Power & Cooling Management



In Market Leader voting, 35.8% of IT professionals selected Vertiv, followed by Schneider Electric, Eaton, Nlyte, and Sunbird. Vertiv received nearly twice as many votes as the second-place vendor, indicating a strong IT professional association with AI data center power and cooling management platforms.

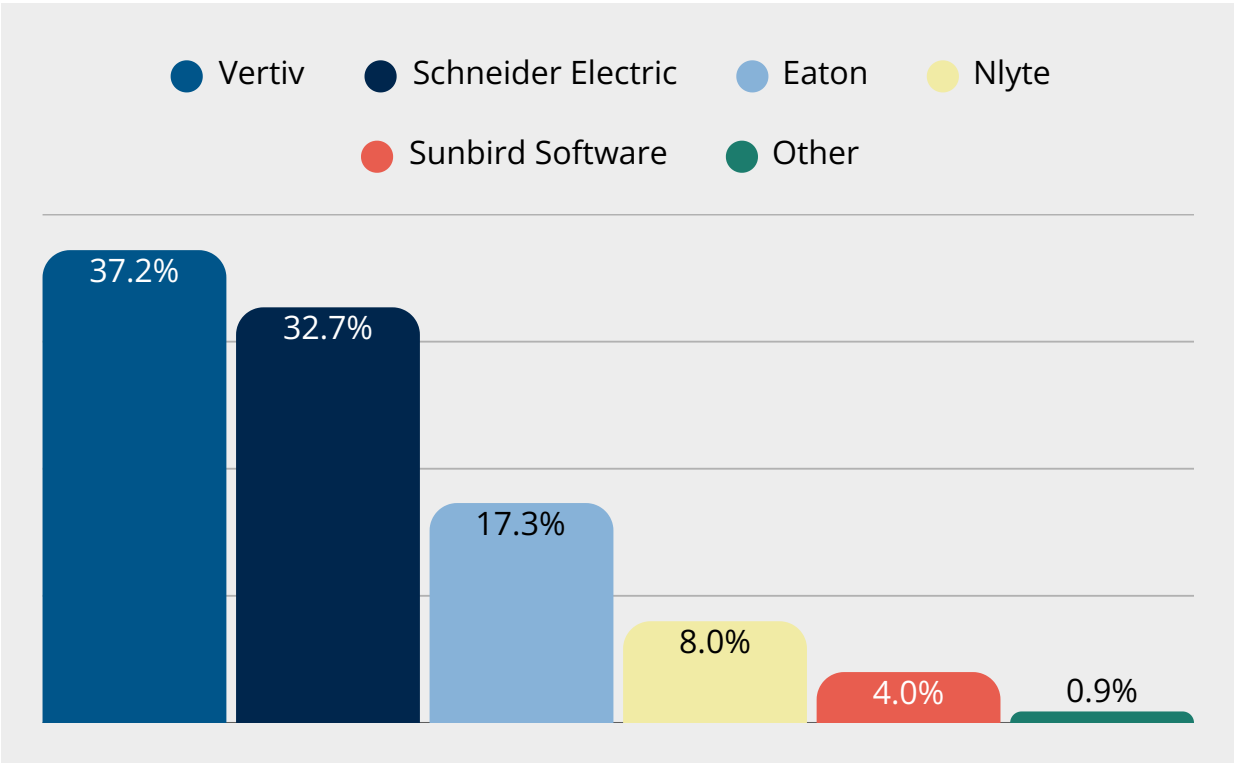


The survey results suggest IT professionals increasingly view power and cooling management as essential to AI infrastructure performance, availability, and scalability. Vertiv's strong showing likely reflects its broad portfolio of power, cooling, and infrastructure management solutions, along with its high visibility in supporting next-generation AI data center deployments.

DC Power & Cooling Management



In Innovation Leader voting, 37.2% of IT professionals selected Vertiv, followed by Schneider Electric, Eaton, Nlyte, and Sunbird. Vertiv expanded its lead in Innovation Leader voting, indicating that respondents also associate the company with advancing technologies for AI-ready data center power and thermal management.

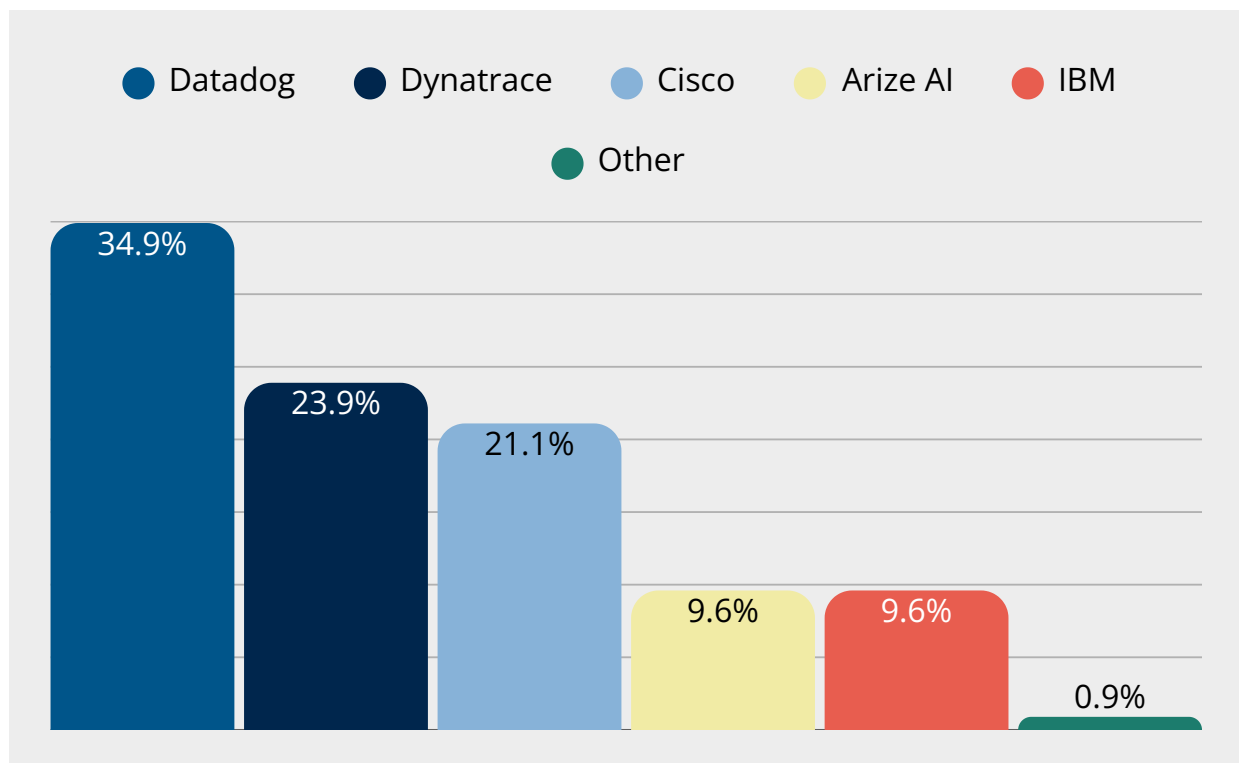


The results indicate that IT professionals associate innovation with intelligent power monitoring, liquid cooling, energy efficiency, and automated thermal management for high-density AI environments. Vertiv's commanding Innovation Leader vote likely reflects continued investment in technologies designed to support increasingly power-hungry GPU clusters and AI factories.

AI Observability Platforms



In Market Leader voting, 34.9% of IT professionals selected Datadog LLM Observability, followed by Dynatrace Davis AI, Cisco ThousandEyes AI, Arize AI, and IBM Instana AI. The top three vendors captured 80% of the vote, indicating that IT professionals associate AI observability with a relatively small group of established enterprise monitoring platforms.

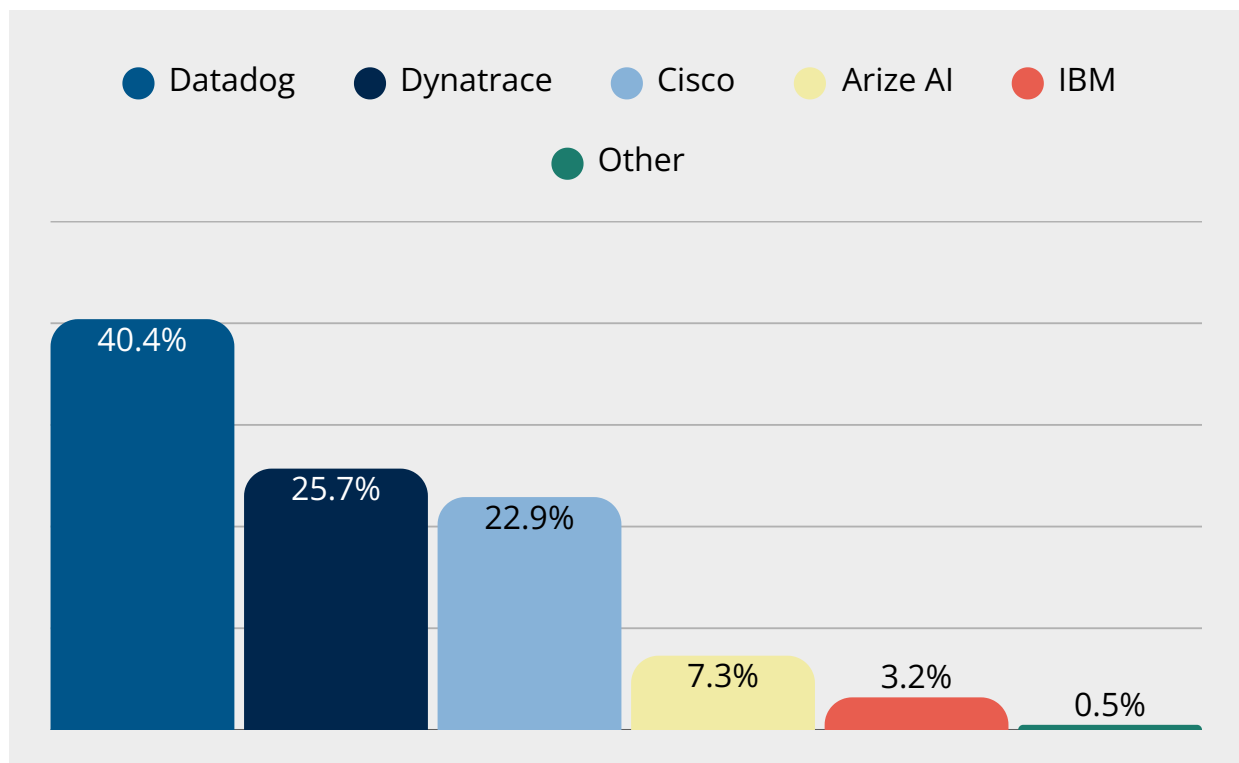


The survey results suggest IT professionals value observability platforms that provide end-to-end visibility across AI infrastructure, models, and applications. Datadog's strong showing likely reflects its broad observability platform, rapid expansion into AI monitoring, and established reputation for delivering unified operational insights across complex enterprise environments.

AI Observability Platforms



In Innovation Leader voting, 40.4% of IT professionals selected Datadog, followed by Dynatrace, Cisco, Arize AI, and IBM. Datadog expanded its lead in Innovation Leader voting, indicating that respondents also associate the company with advancing AI observability technologies for enterprise deployments.



The results indicate that IT professionals associate innovation with platforms that monitor model performance, inference quality, latency, and operational health across AI environments. Datadog's top Innovation Leader ranking likely reflects continued investment in AI-native observability capabilities that help enterprises deploy, optimize, and troubleshoot production AI applications at scale.

About the Author

Frank Berry, Founder and Senior Analyst, IT Brand Pulse



Frank Berry is one of the technology industry's earliest advocates for AI Memory as a foundational layer of the AI stack. He is the former Vice President of Marketing at MemVerge, where he helped pioneer industry awareness around memory-centric computing, software-defined memory, and emerging AI memory architectures.

Since 2022, Frank has led the AI Memory Forum community, bringing together AI developers, infrastructure architects, researchers, startups, and enterprise technology leaders focused on the future of memory-enabled AI systems. Under his leadership, the community has hosted 16 [AI Memory Forum events](#) and Frank has moderated the popular [AI Memory Forum LinkedIn Group](#) with over 2,000 members and growing.

As an industry analyst, Frank is researching and writing extensively on Personal AI Memory, AI agent memory, multimodal memory, enterprise memory architectures, and memory infrastructure platforms. His work explores how persistent memory may become a foundational component of future AI systems, enabling context awareness, cognitive orchestration, and personalized AI experiences across models, agents, applications, and devices.

About IT Brand Pulse

Since 2008, [IT Brand Pulse](#) has conducted the industry's only brand leader research voted by IT Pros. Today, we combine customer research with independent analysis to measure customer perceptions of AI product brands, identify market leaders, evaluate emerging technologies, and provide insight into the products, companies, and trends shaping the future of AI.



AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.





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IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

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