

## CONTACT:

Cheryl Parker, IT Brand Pulse

949-713-2313

[cheryl.parker@itbrandpulse.com](mailto:cheryl.parker@itbrandpulse.com)[www.itbrandpulse.com](http://www.itbrandpulse.com)

## 2013 SSD Innovation Leaders to be Honored at Flash Memory Summit

San Diego, CA – August 13, 2013 – IT Brand Pulse, a trusted source of data and analysis about IT infrastructure, will publicly honor [Innovation Leader](#) winners in eleven SSD categories at the [Flash Memory Summit](#) on **Wednesday, August 14, 2013**. The presentation of awards, as voted on by IT professionals in 2013, also include two special Innovation achievements—**David Flynn**, founder of Fusion-io (and now CEO of PrimaryData), for *Contributions to SSD Innovation, 2008-2013*; and **Facebook** for *Contributions to SSD Adoption, 2008-2013*. The awards ceremony takes center stage in the Santa Clara Convention Center (IT Brand Pulse-IT Pro Theatre #108, Exhibitor Hall) at **1 p.m.**

*“Personal productivity is the ultimate driver of innovation in the Flash market -- users want more information, more quickly, from multiple access points. Whether it's in the device in the user's hand or in the data center that feeds it, Flash is central to serving more rich and relevant content faster,” said **David Flynn, CEO, PrimaryData**. “The all-Flash data center is not a pipedream; it is the linchpin for building the systems that will meet the future demands for improved human productivity.”*

The list of companies that stand out in the minds of IT professionals for SSD innovation in 2013 includes:

- **Samsung** – The giant flash memory pioneer was selected as the innovation *and* performance leader for SSD SAS/SATA Modules.

*“Committed to relentless innovation, we are deeply grateful to all of those who selected our SAS and SATA SSDs in the IT Brand Pulse polling as the most innovative SSDs on the planet,” said **Jim Elliott, Vice President of Memory Marketing for Samsung Semiconductor, Inc.** “As a vertically integrated manufacturer, we are committed to devoting all the necessary resources to producing the finest SSDs available, with innovation that is second to none.”*


- **EMC / XtremIO** – XtremIO is EMC’s all-flash storage array. IT Pros clearly like what they see, since they voted them the innovation leader for All Flash SAN systems.

*“Flash is a transformational technology and XtremIO arrays redefine what is possible in our customers’ database, virtual server, and VDI environments. We’re pleased to be recognized as one of the flash innovation leaders for our role helping customers make the most of this powerful technology. EMC innovation will drive flash to every layer of the data center, and deliver superior automation and*

*management of all flash assets in the years ahead,” said **Josh Goldstein, VP of Marketing and Product Management for XtremIO at EMC Corporation.***

- **Nimbus Data** – For the second year in a row, this pure-play All Flash storage systems company was recognized as the innovation leader for All Flash NAS systems and for All Flash Unified NAS/SAN systems. *“At Nimbus Data, we strive to engineer the best technology with the best customer support – a next-generation all-flash storage infrastructure that our customers can bet their business and reputation on with confidence,” stated **Thomas Isakovich, CEO of Nimbus Data.** “We are delighted to have been recognized again by real end-users for our achievements and are very grateful for their support of Nimbus Data in winning back-to-back ‘best-in-class’ awards in the IT Brand Pulse survey.”*
- **QLogic** – The company was first-to-market with PCIe-based flash memory solutions, which can be shared in a SAN, and IT pros rewarded them by voting QLogic the innovation leader for PCIe SSD SAN Adapters. *“QLogic has a rich heritage of delivering innovative, high-performance data center connectivity solutions, and we’re delighted to have IT professionals recognize FabricCache as the Innovation Leader in the important new category of PCIe SSD SAN Adapters,” said **Chris Humphrey, vice president corporate marketing at QLogic.** “Leveraging QLogic’s universal Fibre Channel driver, FabricCache delivers true, enterprise-ready cache acceleration that is shareable across clustered and virtualized applications and transparent to the server, network and storage subsystem.”*
- **IBM / TMS** – After acquiring Texas Memory Systems, and announcing plans to invest over \$1 billion in their SSD program, IT pros selected the company as the innovation leader for All DRAM SSD systems and for Hybrid SSD/HDD systems. *“It’s an honor to be recognized by IT Brand Pulse as a solid state storage market leader for our innovation around flash solutions,” said **Michael Kuhn, Vice President and Business Line Executive, IBM Flash.** “Solid state storage is changing the economics of the data center and IBM is committed to driving innovation that helps our clients realize the benefits.”*
- **Fusion-io** – The pioneer in PCIe-based flash memory solutions acquired IO Turbine, and as a result added an innovation award for SSD DAS/SAN Cache systems to their DAS PCIe SSD innovation achievement.
- **LSI / SandForce** – With each new design win, LSI strengthens perceptions of the company as the innovation leader for SSD controller chips.
- **NetApp / CacheIQ** – Mirroring most of our storage surveys, which have included NetApp, the company was chosen as the innovation leader for SSD NAS Cache Appliances.

“IT Brand Pulse Awards are special – the major customers vote on them,” said **Lance Leventhal, Program Chairperson, Flash Memory Summit**. “For recipients, they indicate top ratings from those who are currently using the products every day. For those looking for guidance on purchases, they reflect the judgments of people like themselves. An IT Brand Pulse award tells the world that a company is doing the job with the only audience that really counts – the end users.”

	All Flash SAN SSD	All Flash NAS SSD	All DRAM SAN SSD	All Flash Unified SSD	PCIe SSD DAS Adapter	PCIe SSD SAN Adapter	SAS/SATA SSD Modules	SSD DAS/SAN Cache	SSD NAS Cache Appliance	SSD Controller Chips	Hybrid HDD/SSD Systems
	EMC / ExtremeIO	Nimbus Data	IBM / TMS	Nimbus Data	Fusion-io	QLLogic	Samsung	Fusion-io / IO Turbine	NetApp / Cache IQ	LSI / SandForce	IBM

The [2013 SSD Brand Leader Survey](#), conducted in June 2013, asked respondents which vendors they perceived as the leader in eleven SSD product categories: [All Flash SAN SSD Systems](#), [All Flash NAS SSD Systems](#), [All DRAM SAN SSD Systems](#), [All Flash Unified SSD Systems](#), [PCIe SSD DAS Adapters](#), [PCIe SSD SAN Adapters](#), [SAS/SATA SSD Modules](#), [SSD DAS/SAN Cache](#), [SSD NAS Cache Appliance](#), [SSD Controller Chips](#), [Hybrid HDD/SSD Systems](#). For each category, respondents chose the brand leader in Market, Price, Performance, Reliability, Service & Support, and Innovation.

#### [About the Brand Leader Awards](#)

IT Brand Pulse awards are the symbols for brand leadership because they are voted by IT pros (**not** vendor-sponsored). Our surveys are designed to measure the pulse of brand leadership in specific product categories. IT professionals respond to one survey covering various products. Within each product category, respondents choose the overall market leader, as well as the leader in price, performance, reliability, service and support, and innovation.

Respondents to the 2013 SSD Brand Leader Survey included (partial list):

*IT Manager/Director - Baylor College of Medicine; IT Manager/Director - Deloitte Services LP; Storage Administrator/Architect - ARI Fleet Management; Data Center Manager - Utah State Office of Education; IT Manager/Director - Artesian Water Company (Public water utility, State of DE); IT Manager/Director - Berkshire Capital Securities; IT Manager/Director - Duke University; Storage Administrator/Architect - Sony Online Entertainment; IT Manager/Director – Kawasaki; IT Manager/Director - Yale University; IT Manager/Director - NBC Universal; Executive/Management - IDS (a Raytheon Company); IT Manager/Director - Ogilvy & Mather; Server Administrator/Architect - Pitney Bowes; IT Manager/Director - Stanford University; Network Administrator/Architect – Transamerica; Data Center Manager - University of Washington; Infrastructure Architect - St. Luke's Hospital ...among many others...*

#### [About IT Brand Pulse](#)

IT Brand Pulse is a trusted source of data and analysis about IT infrastructure, including servers, storage and networking.

- **IT Brand Pulse Labs** - Test reports and product validation from hands-on testing.
- **End User, Channel and OEM Research** – Brand Leader, Technology, Product, and Customer Satisfaction surveys, as well as focus groups and custom research.
- **Product Databases** - Quarterly report for selected product categories with a database of commercially-available products and their attributes.

- **Market Shares and Forecasts** - Quarterly reports with unit shipments, revenue, vendor market share, and forecast.
- **Industry Analysis** - IT Brand Pulse analysts publish reports and contribute weekly to leading industry publications including InfoStor, Network Computing, Seeking Alpha, Virtual Strategy Magazine and Zacks.com.