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IT Brand Pulse Presenting 2015 Innovation Leader Awards
at Flash Memory Summit
Innovation Leaders Voted by IT Professionals for Flash Storage

Santa Clara, CA – July 27, 2015 – IT Brand Pulse, a trusted source for research, data and analysis about data center infrastructure, will be honoring 2015 Innovation Leaders—as voted by IT pros in **thirteen Flash Storage product categories**—at **Flash Memory Summit** on **Wednesday, August 12, 2015 (Santa Clara Convention Center).** In addition, annual survey respondents chose two companies for special achievement awards for Contributions to Flash Innovation over the past five years.

"The premier flash memory event of the year will be highlighted by an award to one company who IT Pros picked as an innovation leader for the 4th consecutive year," said Frank Berry, CEO and Senior Analyst, IT Brand Pulse. *"We'll also present innovation awards to companies recognized by voters for special achievements, as well as important new product categories such as all-flash hyperconverged systems".*

Wednesday, August 12
Contributions to Flash Innovation Special Achievement Awards
11:30 a.m. - Mission City Ballroom

2015 Flash Storage Product Innovation Leader Awards
5:30 p.m. - IT Brand Pulse Stage (#325 in Exhibit Hall)

Survey Highlights

In the annual Flash Storage surveys (conducted June 2015), IT professionals were asked to select who they perceived as the leader for the following special achievement awards:

- **Contributions to Innovation in 3D NAND Flash over the last five years (2010 - 2015)**
- **Contributions to Innovation in Deployment of Flash Storage over the last five years (2010 - 2015)**

IT pros also voted for Innovation Leaders in these thirteen product categories:

All Flash Converged Systems, All Flash Fibre Channel Arrays, All Flash Hyperconverged Systems, All Flash InfiniBand Arrays, All Flash iSCSI Arrays, All Flash NAS Arrays, All Flash PCIe Adapters, All Flash Unified SAN/NAS Arrays, Flash Caching Software, Hybrid HDD/SSD Arrays, Memory Channel Storage, SAS/SATA SSD Modules and SSD Controller Chips.

"The IT Brand Pulse leader awards reflect the judgment of major customers and key IT personnel at important data centers. They are the only awards based on the experience of those who actually buy and use the products," said **Dr. Lance Leventhal, FMS program**

chairperson. *"Monthly surveys assure that the responses are recent and up-to-date. Receiving an IT Brand Pulse award shows that a company is doing the job where it really counts – in the field!"*

IT Brand Leader Surveys

IT Brand Pulse awards are the symbols for brand leadership. Winners are voted by IT pros in surveys that are independent, non-sponsored research. The surveys are designed to measure the pulse of brand leadership in specific product categories. Within each product category, respondents choose the overall market leader, as well as the leader in innovation, performance, reliability, price and service and support. Respondents are provided with a category description at the start of each product section, a randomized choice of vendor answers, and the ability to write-in a vendor, if not listed.

Respondents to our surveys included (select list): *AT&T - Server Administrator/Architect; Blue Cross Blue Shield Association (BCBSA) - Storage Administrator/Architect; Boeing - Data Center Manager; Booz Allen Hamilton - Network Security Architect; CalPERS, State of CA - Network Administrator/Architect; Caterpillar - Server Administrator/Architect; Citigroup - Network Administrator/Architect; City of Los Angeles - IT Manager/Director; Delta Airlines - Server Administrator/Architect; Duke University - IT Manager/Director; EarthLink - Server Administrator/Architect; Environmental Protection Agency - Network Administrator/Architect; ExxonMobil - Network Administrator/Architect; Fermilab - Network Administrator/Architect; Ford Motor Company - Network Administrator/Architect; GE - IT Manager/Director; General Dynamics - Network Administrator/Architect; General Motors - Server Administrator/Architect; Johns Hopkins University Applied Physics Lab - IT Manager/Director; JP Morgan - IT Manager/Director; Lockheed Martin - IT Manager/Director; Los Alamos National Lab (LANL) - Network Administrator/Architect; Lowe's - Storage Administrator/Architect; Mattel Inc.- IT Manager/Director; Morgan Stanley - Network Administrator/Architect; NASA - IT Manager/Director; National Geospatial Intelligence Agency (NGA) - Network Administrator/Architect; National Oceanic and Atmospheric Administration (NOAA) - IT Manager/Director; Northrop Grumman - Network Administrator/Architect; Oppenheimer - Executive/Management; PepsiCo - Storage Administrator/Architect; Porsche Cars North America - Network Administrator/Architect; REI - Server Administrator/Architect; Sandia National Labs - Network Administrator/Architect; Shell - Storage Administrator/Architect; Social Security Administration (SSA) - Server Administrator/Architect; Stanford University - Network Administrator/Architect; Staples - Network Administrator/Architect; Target - IT Manager/Director; The University of Chicago - Server Administrator/Architect; Thomson Reuters -Server Administrator/Architect; T-Mobile - Data Center Manager; Transamerica - Storage Administrator/Architect; UBS - Executive/Management; UCLA - IT Manager/Director; United Airlines - Network Administrator/Architect; Universal Parks and Resort - IT Manager/Director; University Of Michigan- Data Center Manager; University of Michigan Medical School - IT Manager/Director; University of Notre Dame - Storage Administrator/Architect; USC - Network Administrator/Architect; Verizon - Network Administrator/Architect; Yale University - IT Manager/Director…among many others.*

About IT Brand Pulse

IT Brand Pulse is a trusted source of research, data and analysis about private, public and hybrid cloud IT infrastructure, including servers, storage, networking and operating platforms. Learn more at www.itbrandpulse.com.

About Flash Memory Summit

Flash Memory Summit, August 11-13 at the Santa Clara Convention Center, is the world's largest event featuring the trends, innovations, and influencers driving the adoption of flash memory in demanding enterprise data center storage and consumer applications.

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