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IT Pros Vote 2015 Flash Storage Brand Leaders

*SanDisk and NetApp Each Take Market Leader Title in Three Product Categories; EMC Wins Two;
Other Leaders: Dell Storage, HP, Intel, Nutanix, Samsung, and LinkedIn*

San Diego, CA – July 30, 2015 – IT Brand Pulse, a trusted source for research, data and analysis about data center infrastructure, today announced the results of its June 2015 IT brand leader surveys covering [thirteen Flash Storage products](#). IT Pros from around the world responded to the independent, non-sponsored surveys, and were asked which vendors they perceive as the leader in the following categories: [All Flash Converged Systems](#), [All Flash Fibre Channel Array](#), [All Flash NAS Arrays](#), [All Flash Hyperconverged Systems](#), [All Flash InfiniBand Arrays](#), [All Flash iSCSI 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](#).

IT professionals were also asked who they thought contributed most to innovation over the past five years in both 3D NAND Flash and deployment of Flash Storage.

“In this year’s flash surveys, SanDisk and Samsung asserted their leadership at the component level, while traditional enterprise storage leaders have the mindshare of IT pros for system level products,” said **Frank Berry, CEO and Sr. Analyst, IT Brand Pulse**. *“And, as enterprise data centers follow the lead of hyperscales in adopting hyperconverged storage architectures, Nutanix is establishing early incumbency as the brand leader.”*

Survey Highlights

- **SanDisk** emerged as the biggest winner in this round of surveys with a combined 18 leader titles in [Memory Channel Storage](#), [All Flash PCIe Adapters](#), and [Flash Caching Software](#). **SanDisk** repeated last year’s across-the-board success in [Memory Channel Storage](#) with **Market, Price, Performance, Reliability, Service & Support, and Innovation** awards. **Micron** followed far behind (but ahead of **Viking Technology**), as results showed the largest Market Leader win margin of any category in the survey. With its acquisition of **Fusion-io** (and others), **SanDisk** was able to affirm **Market Leader** victories both in [All Flash PCIe Adapters](#) (four straight years) and [Flash Caching Software](#) (two years) and all remaining awards in each of the categories: **Price, Performance, Reliability, Service & Support, and Innovation**. **Intel** and **EMC / XtremIO** rounded out the top three Market finishers in [All Flash PCIe Adapters](#), while **NetApp** and **EMC / XtremIO** did the same in [Flash Caching Software](#).

“We are honored to be recognized as an industry leader by IT professionals around the world for our innovative, broad portfolio of flash products and solutions,” said **John Scaramuzzo, Senior Vice President and General Manager, Enterprise Storage Solutions, SanDisk**. *“At SanDisk we continually strive to design and deliver products and solutions that leverage our vertical integration to deliver the best flash-based, cost effective products and solutions, so that our customers can realize the benefits of the flash-transformed data center.”*

- **Samsung** duplicated its 2014 **Market Leader** accomplishment for [SAS/SATA SSD Modules](#), however this time around, added **Reliability** to its **Performance** and **Innovation** titles. **Price** and **Service & Support** leader was **Seagate**, who came in second (Market), and **SanDisk** picked up third place.

“We are thrilled to receive any major industry award that acknowledges the technical and market value of our products and technology, but some of the most rewarding are those that are voted upon by our users themselves because these underscore the user community’s genuine view of our products,” said Jim Elliott, Corporate Vice President, Samsung Semiconductor, Inc. “In propelling the industry, we are especially delighted to be recognized as the top company for 3D NAND Innovation, and to be selected as the Market Leader in Innovation, Performance and Reliability for our SATA SSDs, after years of R&D effort to pioneer both the SSD market and 3D NAND technology.”

2015 Flash Storage Brand Leaders Voted by IT Pros	IT BRAND MARKET LEADER Voted by IT Pros	IT BRAND PRICE LEADER Voted by IT Pros	IT BRAND PERFORMANCE LEADER Voted by IT Pros	IT BRAND RELIABILITY LEADER Voted by IT Pros	IT BRAND SERVICE AND SUPPORT LEADER Voted by IT Pros	IT BRAND INNOVATION LEADER Voted by IT Pros
All Flash Converged System	HP ConvergedSystem	HP ConvergedSystem	HP ConvergedSystem	HP ConvergedSystem	HP ConvergedSystem	HP ConvergedSystem
All Flash Fibre Channel Array	EMC	Dell Storage SC Series (Compellent)	HP 3PAR	IBM	EMC	IBM
All Flash Hyperconverged System	Nutanix	HP ConvergedSystem	Nutanix	HP ConvergedSystem	HP ConvergedSystem	Nutanix
All Flash InfiniBand Array	NetApp	IBM	NetApp	IBM	IBM	NetApp
All Flash iSCSI Array	Dell Storage PS Series (EqualLogic)	Dell Storage PS Series (EqualLogic)	Dell Storage PS Series (EqualLogic)	Dell Storage PS Series (EqualLogic)	Dell Storage PS Series (EqualLogic)	Dell Storage PS Series (EqualLogic)
All Flash NAS Array	NetApp	NetApp	NetApp	NetApp	NetApp	NetApp
All Flash PCIe Adapter	SanDisk/Fusion-io	SanDisk/Fusion-io	SanDisk/Fusion-io	SanDisk/Fusion-io	SanDisk/Fusion-io	SanDisk/Fusion-io
All Flash Unified SAN/NAS Array	NetApp	NetApp	NetApp	NetApp	EMC	NetApp
Flash Caching Software	SanDisk/FlashSoft/ ioTurbine	SanDisk/FlashSoft/ ioTurbine	SanDisk/FlashSoft/ ioTurbine	SanDisk/FlashSoft/ ioTurbine	SanDisk/FlashSoft/ ioTurbine	SanDisk/FlashSoft/ ioTurbine
Hybrid HDD/SSD Array	EMC	HP 3PAR	EMC	EMC	EMC	Nimble Storage
Memory Channel Storage	SanDisk	SanDisk	SanDisk	SanDisk	SanDisk	SanDisk
SAS/SATA SSD Module	Samsung	Seagate	Samsung	Samsung	Seagate	Samsung
SSD Controller Chip	Intel	Intel	Intel	Intel	Intel	Intel

- **NetApp** was one of two vendors who dominated Flash Storage voting to win three product categories: [All Flash NAS Arrays](#), [All Flash Unified SAN/NAS Arrays](#), and [All Flash InfiniBand Arrays](#). For the second year in a row, **NetApp** emerged as the **All Flash NAS Array Market Leader** (in front of **EMC**, the number two pick, and **Dell Storage** and **HP 3PAR** who tied for the third spot). **NetApp** captured the five remaining titles of **Price**, **Performance**, **Reliability**, **Service & Support** and **Innovation**. In [All Flash Unified SAN/NAS Arrays](#), **NetApp** claimed **Market**, **Price**, **Performance**, **Reliability**, and **Innovation** leadership; giving up **Service & Support** to **EMC**, (the second place Market Leader, ahead of **Dell Storage**). For [All Flash InfiniBand Arrays](#), IT end-users split the voting down the middle, naming **NetApp** as **Market**, **Performance**, and **Innovation Leader**, and **IBM** as the **Price**, **Reliability**, and **Service & Support** favorite. **IBM** and **Cisco/WHIPTAIL** were second and third Market Leaders, respectively.

“NetApp is honored to be chosen as the market, innovation and performance leader for Unified All-Flash products in the IT Brand Pulse survey,” said Lee Caswell, VP, Product & Solutions Marketing, NetApp. “Unified flash architectures allow customers to efficiently manage enterprise-grade performance and capacity across flash, disk and cloud resources for both high performance block-based workloads and high-capacity files using a single management view.”

- Dell Storage** generated a back-to-back sweep of [All Flash iSCSI Arrays](#), by securing **Market, Price, Performance, Reliability, Service & Support** and **Innovation Leader** titles for 2014 and 2015. **SolidFire** was once again the runner-up Market Leader with **WD/Skyera** in third.

"Dell Storage has been recognized yet again by customers as the overall market leader for All-Flash iSCSI arrays, a testament to our ability to offer organizations world class storage solutions that continue to lead the way for innovation, price, performance, reliability and support," said Travis Vigil, executive director, Dell Storage. "Dell Storage continues to focus on redefining the economics of enterprise storage and is unmatched on price for performance, noted by IT leaders as the overall price leader for both Fibre Channel and iSCSI all-flash arrays."
- HP** became the first winner of the newly added [All Flash Converged Systems](#) category, taking the **Market, Price, Performance, Reliability, Service & Support**, and **Innovation** leader awards with its **ConvergedSystem** brand. **NetApp's FlexPod** was next in line for Market Leader, followed by **Cisco/IBM's VersaStack**.

"HP is honored to be recognized as an industry leader by IT professionals around the world for our innovative and broad portfolio of converged infrastructure that we provide into the data center," said Ric Lewis, senior vice president and general manager, Converged Data Center Infrastructure, Hewlett Packard. "Core to HP's heritage in delivering 'what's next' innovation, we continue to be committed to an aggressive innovation agenda, creating a new class of infrastructure called Composable Infrastructure. This new class of infrastructure enables continuous service delivery that provides a competitive advantage to our customers."
- Nutanix** continued to be at the forefront of IT pro perceptions, previously being voted as 2015 Hyperconverged System Market Leader in the IT Brand Pulse January surveys. In another new product category from the annual Flash surveys—[All Flash Hyperconverged Systems](#)—respondents stayed with that thinking and tapped **Nutanix** as the **Market, Performance**, and **Innovation** leader, while selecting **HP** for **Price, Reliability**, and **Service & Support** leader. **HP** and **Scale Computing** finished two and three for the Market spot, in that order.
- EMC** maintained its **Market Leader** position in [Hybrid HDD/SSD Arrays](#) (for the third time in four years of surveys) and recouped the [All Flash Fibre Channel Array](#) **Market Leader** award from 2013. For [Hybrid HDD/SSD](#), IT professionals also chose **EMC** as **Performance, Reliability**, and **Service & Support Leader**, but handed **Innovation Leader** to start-up, **Nimble Storage**. **Price Leader** went to **HP 3PAR**, the second place Market finisher ahead of **NetApp**. Respondents scattered their votes in [All Flash Fibre Channel Array](#): **EMC** as the **Market** and **Service & Support Leader**; **IBM** for both **Innovation** and **Reliability**; **Performance Leader** to **HP 3PAR**, and **Dell Storage** for **Price**. The Market Leader results mirrored the Hybrid HDD/SSD category with **HP 3PAR** and **NetApp** coming in behind **EMC**.
- Intel** broke through a three-year stronghold on [SSD Controller Chips](#) (by LSI/SandForce, now Seagate/SandForce) to earn **Market, Price, Performance, Reliability, Service & Support**, and **Innovation Leader**. **SanDisk/Pliant** was second all-around, ahead of **Seagate/SandForce**.
- IT professionals also answered two bonus questions added to the June 2015 survey. The first, *"Who contributed most to Innovation in 3D NAND Flash over the last five years (2010 - 2015)"*, showed **Samsung** as the choice for this special **Innovation Leader** achievement with **Intel** as runner-up and **SanDisk**, third. For the second question, *"Who contributed most to Innovation in Deployment of Flash Storage over the last five years (2010 - 2015)?"*, the winning votes came in for **LinkedIn**, followed by **Dropbox** and **Salesforce**.

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 price, performance, reliability, service and support, and innovation. 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 have 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.

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