IT Brand Pulse Presenting 2016 Innovation Leader Awards
at Flash Memory Summit
Innovation Leaders Voted by IT Professionals for Flash Storage/NVMe/NVM

Santa Clara, CA – August 3, 2016 – IT Brand Pulse, a trusted source for research, data and analysis about data center infrastructure, will be honoring 2016 Innovation Leaders—as voted by IT pros in *thirteen* Flash Storage/NVMe product categories—at **Flash Memory Summit** on **Wednesday, August 10, 2016 at 2:30 p.m. (Mission City Ballroom, Santa Clara Convention Center).** In addition, annual survey respondents chose *two* companies for special achievement awards in NVM and NVMe innovation.

"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, Flash Memory Summit program chairperson.** *"Regular 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!"*

Survey Highlights

In the annual Flash Storage/NVMe surveys (conducted June 2016), IT professionals selected two companies for special innovation achievement honors:

- When respondents were asked, *"Who contributed most to **Innovation in NVMe Technology** over the last five years (2012 - 2016)?"* they selected **Samsung Electronics** over second-place **Intel**. **EMC**, **WD/SanDisk**, and **Micron** filled in the remaining lineup (respectively).

  "Samsung Electronics is honored that the user community recognizes us as the best innovator in NVMe SSDs over the last five years, and for our market leadership in NVMe SSD products," said **Jim Elliott, Corporate Vice President, Memory Marketing, Samsung Semiconductor, Inc.** *"This is especially gratifying because Samsung has been selected by IT pros who are actually building next generation private and public cloud data centers."*

- For the second achievement award, voters decided on **Intel's** DIMMs based on 3D XPoint™ technology, as 2016's **Most Innovative New Enterprise-Class NVM Product**. The others in the running were **Samsung** (2nd), **EMC** (3rd), and **Nutanix** (4th).

2016 Flash Storage/NVMe Brand Leaders *Voted by IT Pros* Survey conducted June, 2016	INNOVATION LEADER
All Flash Converged System	HPE
All Flash FC Array	EMC
All Flash Hyperconverged System	Nutanix
All Flash iSCSI Array	Dell Storage
All Flash NAS Array	NetApp
All Flash Unified SAN/NAS Array	NetApp
Flash Cache Software	SanDisk
Hybrid HDD/SSD Array	EMC
NVDIMM	Micron/Crucial
NVMe SSD Modules	Samsung
All Flash NVMe Fabric Attached Array	EMC/DSSD
NVMe Network Adapters	Mellanox
All Flash NVMe PCIe Cards	SanDisk
Contributions to NVMe Technology (2012-2016)	Samsung
New Enterprise-Class NVM Product	Intel 3D XPoint NVDIMM

"Bigger memory and faster storage will benefit many new devices and also bring tremendous value to the cloud as businesses need to efficiently analyze growing amounts of data. Future products based on 3D XPoint™ technology will revolutionize any device, application or service that benefit from fast access to large sets of data," said **Donald D. Parker, vice president and general manager of Intel's data center application engineering**.

The other companies that stood out in the minds of global IT pros for innovation in the thirteen 2016 Flash Storage/NVMe categories include:

- **Dell Storage** - 2016 Innovation Leader for **All Flash iSCSI Arrays**
- **EMC** - 2016 Innovation Leader for **All Flash FC Array, Hybrid HDD/SSD Array, All Flash NVMe Fabric Attached Array**
- **HPE** - 2016 Innovation Leader for **All Flash Converged Systems**
- **Mellanox** - 2016 Innovation Leader for **NVMe Network Adapters**
- **Micron** - 2016 Innovation Leader for **NVDIMM**
- **NetApp** - 2016 Innovation Leader for **All Flash NAS Arrays, All Flash Unified SAN/NAS Arrays**
- **Nutanix** - 2016 Innovation Leader for **All Flash Hyperconverged Systems**
- **Samsung** - 2016 Innovation Leader for **NVMe SSD Modules**
- **SanDisk®** - 2016 Innovation Leader for **All Flash NVMe PCIe Cards, Flash Caching Software**

"The non-volatile storage industry is at a major technology inflection point which is leading to a new generation of NVMe-based flash products and a new class of NVDIMM products," said **Frank Berry, CEO and Senior Analyst, IT Brand Pulse**. *"The premier flash memory event of the year will be highlighted by innovation awards, voted by IT pros, to companies in these new product categories".*

IT Brand Leader Surveys

IT Brand Pulse awards are the symbols for brand leadership. Winners are voted by global 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.

Global IT Pro respondents to recent surveys include:

AAA - ABC - American Airlines - American Express - AT&T - Bank of America - Barnes & Noble - BC Liquor Distribution Branch - Becton Dickinson - Bhabha Atomic Research Ctr - Blue Cross-Blue Shield (BCBSA) – Boeing - Boston Scientific - Caltech - Caterpillar - Chanel - Citigroup - City of L.A. - ComEd - Cox Communications - C.R. BARD - Daybreak Game Co. (Sony Online Entertainment) - Delta Airlines - Detroit Medical Ctr - Deutsche Welle - Egyptian General Petroleum Corporation - Eletrobras - ExxonMobil - FAA - FedEx - Ford Motor Co. - GE - General Dynamics - General Motors - HCL - HSN - Huntington Bank - Intuitive Surgical - ITG - Johns Hopkins Applied Physics Lab - JP Morgan - LafargeHolcim - Lockheed Martin - Lowe's - LRZ - Macys - MIT - Morgan Stanley - NASA - Nationwide - NYC Transportation - Northrop Grumman - Oppenheimer - Optum - Pacific Northwest National Lab - PepsiCo - Perrigo - Prudential - Ricoh - SAIC - Shell - Siemens - Stanford University - Staples - Surescripts - TJX - T-Mobile - Torchmark - Transamerica - UBS - UPS - UNFCU - United Airlines - Universal Parks & Resorts - USC - U.S. Air Force – U.S. Census - Verizon - Walmart - Weizmann Institute of Science - Yale New Haven Health...& many more.

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.

Visit IT Brand Pulse at Flash Memory Summit - Booth #949

CONTACT:

Cheryl Parker

Director & Senior Analyst, End User Research

IT Brand Pulse

949-713-2313

www.itbrandpulse.com