

IT Brand Pulse Presenting 2017 Innovation Leader Awards at Flash Memory Summit

Innovation Leaders Voted by IT Professionals for NVMe™ Flash Storage Related Products

SANTA CLARA, CA— [IT Brand Pulse](#), a trusted source for research, data and analysis about data center infrastructure, will be honoring 2017 Innovation Leaders—as voted by IT pros in [NVMe Flash Storage](#) related product categories—at **Flash Memory Summit on Wednesday, August 9 at 2:00 p.m., Mission City Ballroom, Santa Clara Convention Center.**

IT professionals from around the world responded to the independent, non-sponsored annual survey in June 2017, asking which vendors they perceive to be the Innovation Leader in fourteen categories.

*“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.** “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!”*

*“Of the six brand categories, Innovation Leader represents the best predictor of success in the future,” said **Frank Berry, CEO and Sr. Analyst, IT Brand Pulse.** “In this year’s surveys, Pure Storage joined storage R&D powerhouses Dell EMC, NetApp, Micron, Samsung, Mellanox, and Western Digital on the innovation leaderboard.”*

2017 Survey Highlights: Innovation Leaders

- **Dell EMC** – All Flash iSCSI Array, Hybrid HDD/SSD Array, All Flash Unified SAN/NAS Array, and a Special Achievement in Innovation award: *Contributions to End User Adoption, NVMe Technology (2013-2017)*
- **Micron** – All Flash NVMe-oF Storage and NVDIMM
- **Samsung Electronics** – SSDs and NAND Flash Chips
- **Western Digital®** – PCIe NVMe Card - SSD and Flash Cache Software
- **Pure Storage** – All Flash Fibre Channel Arrays
- **NetApp** – All Flash NAS Array
- **Mellanox** – NVMe-oF Network Adapters
- **NVIDIA** – Special Achievement in Innovation award: *Driving the Next Wave of Flash Storage Technology Growth*

2017 Flash Storage & NVMe Brand Leaders Voted by IT Pros	
Survey conducted June, 2017	
All Flash FC Array	Pure Storage
All Flash iSCSI Array	Dell EMC
All Flash NAS Array	NetApp
All Flash NVMeoF Storage	Micron
All Flash Unified SAN/NAS Array	Dell EMC
Flash Cache Software	Western Digital
Hybrid HDD/SSD Array	Dell EMC
NAND Flash Chips	Samsung
NVDIMM	Micron/Crucial
NVMeoF Network Adapters	Mellanox
PCIe NVMe Card - SSDs	Western Digital
SSDs	Samsung
Contributions to End User Adoption, NVMe Technology (2013-2017)	Dell EMC
Driving the Next Wave of Flash Storage Technology Growth	NVIDIA GPUs

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. Voters 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:

Aera Energy - Aetna - American Airlines - AT&T - Baird - Ball Aerospace – Banco Piano - Bank of America - Baylor College of Medicine - BC Liquor Distribution Branch - BJ's Wholesale Club - Bosch - Boston University - BT Group - Capital Group - Capital Power Corporation - Chanel - Chrysler - City of Los Angeles - City of New York - Coca-Cola – Columbian Chemicals - Cooper-Standard Automotive - Continental Tire - Columbia University Medical Center - Cox Enterprises - Daybreak Game Co - Diebold Nixdorf - DLL Group - Duke Energy - EnerCare - Expedia - EY - Federal Express - Federal-Mogul - Fermilab - Flagstar Bank - General Electric - General Motors - Google - Hetero Drug - Intuitive Surgical - Kaiser Permanente - Kia Motors America - Kingston - Komatsu Limited - Kroger Co - Kronos - Lawson Products - Library of Congress - Lockheed Martin - Marriott - Marubeni America - McCann Erickson - McKesson Corporation - Memorial Sloan Kettering - Merck - Molex - Molina Health Care - Morgan Stanley Nielsen - NASA Ames Research Center - NBC/Universal/Comcast - NOAA - Owens-Corning - Optum - PPG Industries - Quicken Loans - Raytheon - Ricoh - Saputo - Shaw Industries - Shell Oil - Sherwin-Williams - Spectrum Brands - Stanford University - Staples – Starbucks - Swagelok - TDS Telecom - TE Connectivity (Tyco) - Telus - Thermo Fisher Scientific - Tiger Corporation - T-Mobile - Travelport - UCLA - United Health Group - U.S. Bank - Universal Parks and Resorts - US Navy - UPS - Vantiv - Walmart - Waters Corporation - Wawanesa - WebMD – Western & Southern Financial Group - Xylem – Yahoo...& 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 by visiting [our website](#).