

Data Center Storage Intelligence Service

Part of the Cloud & Data Center Service Area Package

Global, in-depth coverage of data center storage equipment and software-defined storage used by enterprises and cloud/telecom providers.

**PRODUCT OVERVIEW | Data Center
Storage Intelligence Service**

The VMware logo, consisting of a stylized 'v' symbol followed by the letters 'M', 'W', 'A', and 'R' in a bold, sans-serif font.

“ Recently, storage vendors have seen an opportunity to innovate storage architectures in new and interesting ways to deal with the deluge of unstructured data coming into DCs from increased analytics and business monitoring. ”

Dennis Hahn
Principal Analyst

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KEY QUESTIONS ADDRESSED

- What are the market size and forecasts for DC storage equipment and software-defined storage (SDS) markets for the next 5 years?
- How will DC storage change to scale and grow to address the needs of the data era?
- How are new technologies changing storage performance and connectivity?

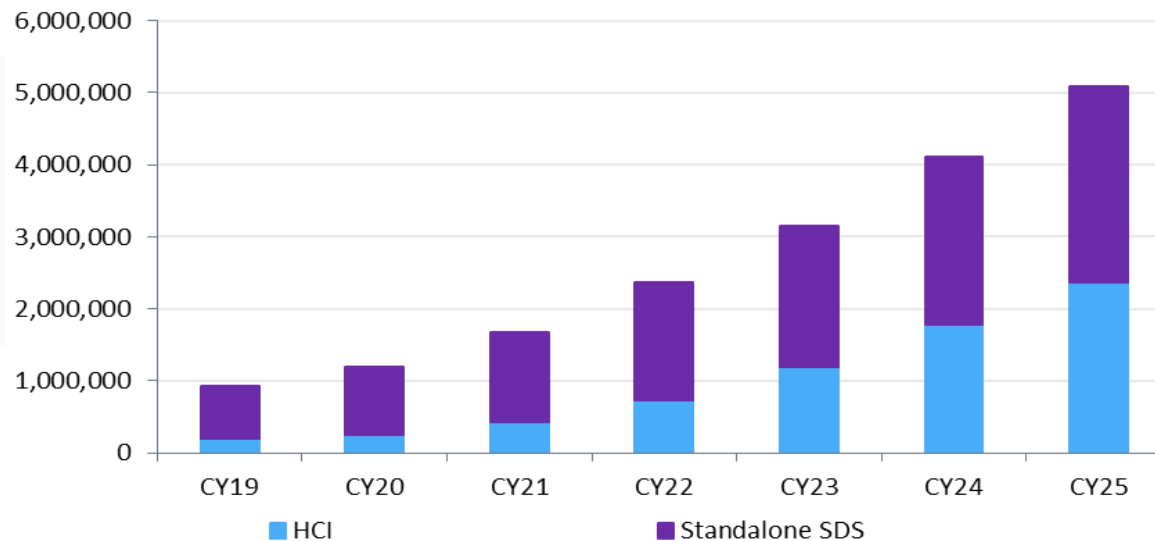
HOW OMDIA HELPS YOU

- Understand market shipments and revenue growth for external to server storage
- Monitor traditional vendor and new entrants that are gaining market share
- Follow the growth of emerging segments, such as object storage
- Follow the transition to software-defined storage (SDS) and cloud delivered storage
- Monitor the transition and adoption of new storage connectivity and protocols such as NVMe-oF: RDMA, TCP and FC/NVMe
- Keep abreast of the storage market transition from enterprise to communications and cloud SPs
- Follow how new applications and use cases impact storage infrastructure

NEW ENHANCEMENTS

- New focus on SDS and HCI storage market progress
- New Omdia Universe vendor comparison report
- New “News digest” and “Trends to Watch” reports
- New DC Storage strategies survey

Standalone SDS and HCI continue to grow in DCs



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Software defined storage forecast

OMDIA

Data Center Storage: Our Expert Analysts



Dennis Hahn
Principal Analyst



Vlad Galabov
Research Director

Data Center Storage: Deliverables



MARKET TRACKERS

- DC Storage Equipment Tracker
- Software-defined Storage Tracker



SURVEYS & REPORT

- Data Center Storage Market Analysis
- Software Define Storage Market Analysis
- Market Landscape: Memory Innovation
- Market Landscape: DataOps
- Tech Analysis: Processors for Data
- Tech Analysis: Data Fabric



BRIEFINGS

Biannual scheduled briefings with analysts on research highlights from all aspects of the market.



ANALYST INSIGHTS

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



ANALYST ACCESS

Prompt responses from Omdia's regional analyst team to urgent and unique questions.

Quantitative Research Overview

Data Center Storage Equipment

Worldwide and regional market size, share, forecasts, and analysis for storage external to the server by array class, data organization (block, file, objects), system type, and market segment

DETAILS

Frequency: Quarterly

Measures

- Vendor market shares
- Revenues
- Units

Regions

- Worldwide
- North America (US and Canada)
- Europe, the Middle East, and Africa
- Asia and Oceania
- Latin America and the Caribbean

- Vendor market share and market forecasts by segment
- External to server storage (storage array [Flash, Hybrid and Spinning] and expansion [JBOD/JBOF NVMe])
- Storage Array (array [flash NVMe, flash SAS, hybrid performance, hybrid cost optimized, spinning disk])
- Data organization (unmanaged block, block, file, unified, objects, all-in-one)
- Market segment (service provider [cloud, communications], enterprise)

Software Defined Storage market

Worldwide and regional market size, share, forecasts, and analysis for storage software and related hardware, including by market segment

DETAILS

Frequency: Quarterly

Measures

- Vendor market shares
- Revenues
- Units

Regions

- Worldwide
- North America (US and Canada)
- Europe, the Middle East, and Africa
- Asia and Oceania
- Latin America and the Caribbean

- Vendor market share and market forecasts by segment
- HCI (appliances [hardware, software])
- Standalone software-defined storage (software, hardware, appliances)
- Software-defined storage hardware (array, server used in storage, expansion)
- Software-defined storage software (commercial, self-managed (open-source))
- Market segment (service provider [cloud, communications], enterprise)

Vendor, Technology and Market Assessment in 2023

Market Landscape: Memory Innovation

Innovation in memory is disrupting data center IT with software-defined memory and CXL interconnect leading the charge. This report provides a technology analysis and an overview of the vendor landscape.

Market Landscape: DataOps

DataOps is a set of practices, processes and technologies that combines an integrated and process-oriented perspective on data with automation and methods from agile software engineering to improve quality, speed, and collaboration and promote a culture of continuous improvement in the area of data analytics. This report will provide an overview of the technology, market and competitive landscape.

Tech Analysis: Processors for Data

Organizations are accumulating more and more data which needs analyzing in an effective way, giving way to the birth of processors optimized for data. We discuss the market landscape and roadmap.

Tech Analysis: Data Fabric

A data fabric is an architecture and set of data services that provide consistent capabilities across a choice of endpoints spanning cloud environments. It standardizes data management practices and practicalities across cloud, on premises, and edge devices. We explore the need for a data fabric and how the market is evolving.

Overview of All Cloud and Data Center Subscription Services

RESEARCH COVERAGE

Software, Services and Investment

IT Operations

Software Market Forecast

Omdia Universe: Selecting a Cloud Service Provider

Omdia Universe: Selecting an AIOps Solution

Disrupters

Cloud & Colocation

Infrastructure Cloud Services (IaaS, PaaS, CaaS)

Software-as-a-Service

Colocation Services

Data Center CAPEX

Data Center Buildout

Cloud Native Computing

Container Management

Dev Ops Release Management

Omdia Universe: Serverless

WebAssembly Market Landscape

IT Equipment

Data Center Compute

Servers (device & silicon)

Server Connectivity and Infrastructure Processing (SmartNIC/DPU/IPU)

Workload-level Analysis

High Performance Compute

On-premises IaaS

Data Center Networks

Ethernet Switches by Speed

Switch Silicon Development

SD-WAN Platforms and End-user Strategies

Data Center Storage

Storage Arrays and JBOD

Software-defined Storage

Memory Innovation, DataOps & Data Fabric

Physical Infrastructure

Data Center Thermal Management & Sustainability

Liquid Cooling Market Radar and Market Forecast

Microgrids

Energy Storage Innovation

Smart-grid Ready UPS

Uninterruptible Power Supplies

UPS Hardware & Services

Modular UPS

Industrial UPS

End-user Strategies

Modular and Micro Data Centers

Rack Enclosures

Rack Power Distribution

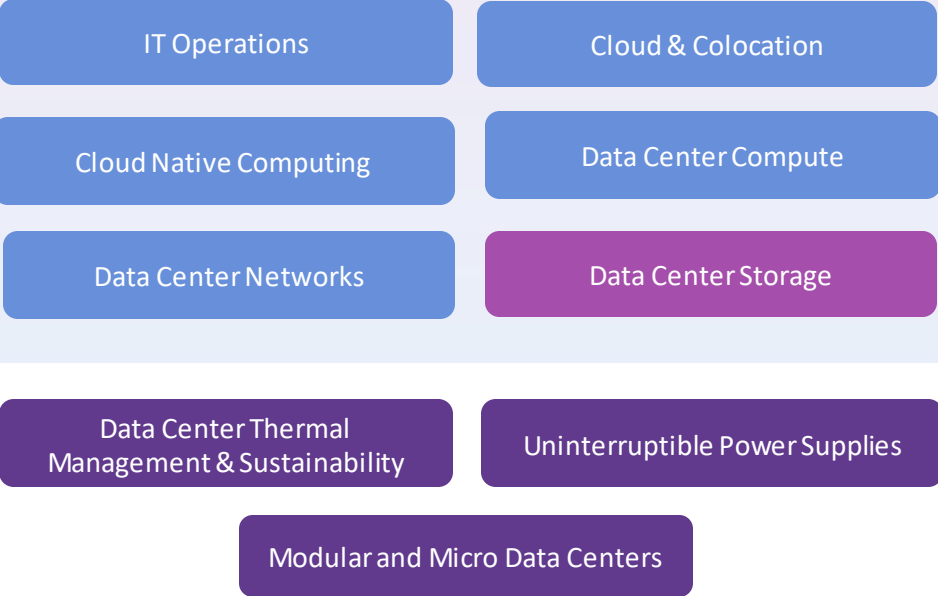
Modular Data Centers

Micro Data Centers

Related Content: Cloud and Data Center Area Coverage



Service Area Package: **Cloud and Data Center**



About Omdia’s Service Providers & Markets Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts, leveraging the most comprehensive industry dataset available, will help you unlock value in entirely new and profound ways.

Custom Solutions

Omdia’s consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.



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Shelley Hunter
*Customer Success
Manager*



Kâren Dyer
*Customer Success
Manager*



Get in touch!

 customersuccess@omdia.com

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Thank you

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Get in touch!



customersuccess@omdia.com



@Omdia



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