

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

“ 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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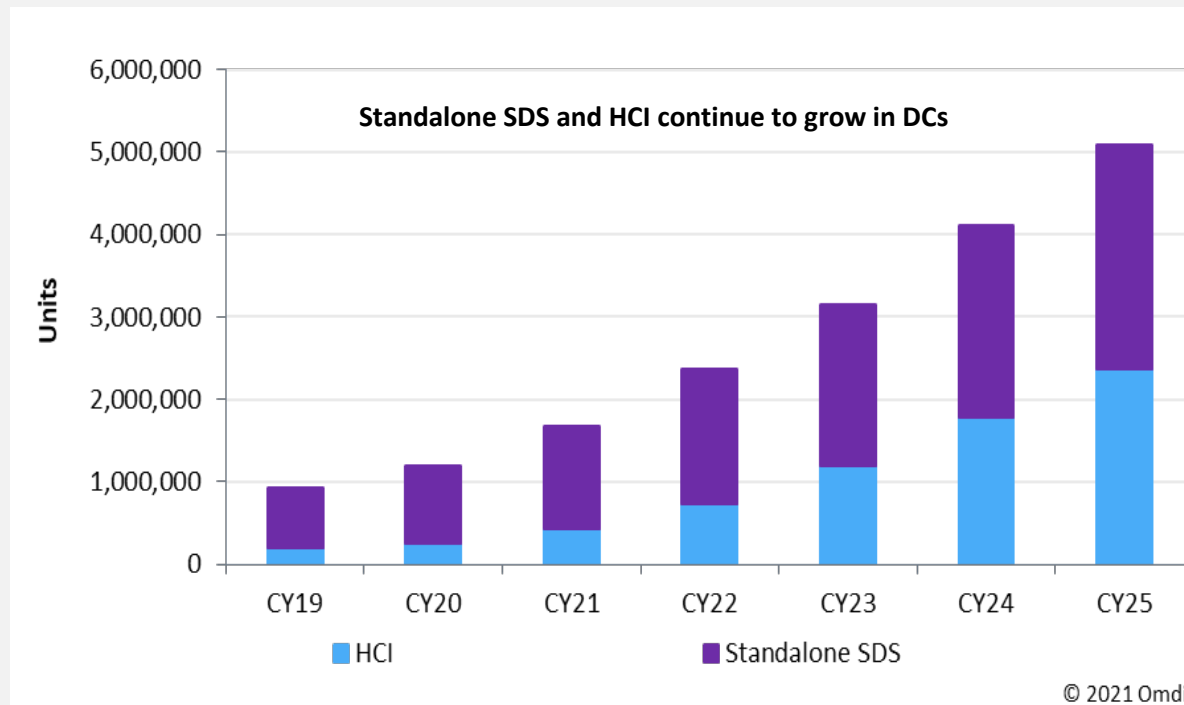
KEY QUESTIONS ADDRESSED

- 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

Software defined storage forecast



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

Data Center Storage Intelligence Service: Our Experts

Vlad Galabov
Research Director

- Open computing
- Hyperscale cloud service providers
- Semiconductor development

Roy Illsley
Chief Analyst

- IT operations
- Application delivery
- Disruptive software technologies

Moises Levy
Principal Analyst

- Power and cooling
- Energy efficiency
- Data center sustainability

Alan Howard
Principal Analyst

- Colocation services
- Data center investment
- Location & construction strategies

Manoj Sukumaran
Principal Analyst

- Compute systems
- Data center networks
- Disruptive hardware technologies

Dennis Hahn
Principal Analyst

- Storage systems
- Data management
- Software-defined storage

Vijendra Krishnamurthy
Senior Analyst

- Data center racks
- Rack power distribution
- Micro data centers

Dominika Koncewicz
Senior Analyst

- SD-WAN platforms
- SASE & SD-WANaaS
- network service consolidation

Nicole Tuggle
Research Analyst

- rPDU vendor share
- UPS hardware & service vendor share

Keith Kirkpatrick
Principal Analyst

- Quantum computing
- High performance computing

Currently Recruiting
Principal Analyst

- Kubernetes
- Cloud native software development

Currently Recruiting
Senior Analyst

- Cloud services
- Data center buildout

Data Center Storage Intelligence Service: Deliverables



MARKET TRACKERS

—Quarterly—

- DC Storage Equipment Tracker
- Software-defined Storage Market Tracker



SURVEYS & REPORTS

—Annual—

- Omdia Universe: Data protection and backup in the cloud era
- Quarterly DC Storage “News Digest”
 - DC Storage Strategies Survey
 - DC Storage “Trends to Watch”



ANALYST INSIGHTS

—Ongoing—

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



BRIEFINGS

—Biannual—

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



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

Data Center Storage: Market Trackers

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

COVERAGE

- **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

COVERAGE

- **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)

DC Storage: Reports and Analysis

News Digest: Quarterly DC Storage News Digest

An in-depth digest and analysis of quarterly announcements of product and market news from storage vendors.

DC Storage Strategies Survey

Interviews with at least 150 purchase-decision makers at enterprises in North America. Survey explores investment drivers, barriers, purchasing strategies and top use cases for DC Storage and related data management markets.

Omdia Universe: Data protection and backup in the cloud era

This report analyzes, evaluates, and compares the data protection vendors to allow the reader to obtain a perspective on the state of backup to the cloud and the strengths of the players in it.

Trends to Watch: DC Storage

Expert summary of what the industry should be looking out for in the next year.

Related Content: Cloud & Data Center Service Area Coverage



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

SD-WAN Platforms
Intelligence Service

Data Center Compute
Intelligence Service

Cloud-Native Software Development
Intelligence Service

Data Center Storage
Intelligence Service

IT Operations
Intelligence Service

Data Center Networks &
Automation Intelligence Service

Cloud and Colocation Services
Intelligence Service

Uninterruptible Power Supplies
Intelligence Service

DC Thermal Management and
Sustainability Intelligence Service

Data Center Rack Systems
Intelligence Service

About Omdia's Cloud & Data Center Research

Omdia provides deep analysis of worldwide compute technologies – from cloud to the edge. Detailed and data-rich intelligence services cover all aspects of data center IT and physical infrastructure, software, cloud & colocation services, and the strategies required to manage the entire IT ecosystem.

Omdia's expert team of cloud and data center analysts provide strategic guidance, steeped in a robust foundation of data, to both vendors and technology decision makers. Omdia has consistently been 1st to market capturing market disruptions and technology transitions, helping IT decision makers and their vendors succeed in navigating these transitions. For technology decision makers, Omdia also provides guidance on vendor selection and best practices for management of IT operations.

The Cloud & Data Center team provides market analysis in the form of quarterly datasets with size, share and forecasts, end-user surveys, vendor assessments and personalized consulting.

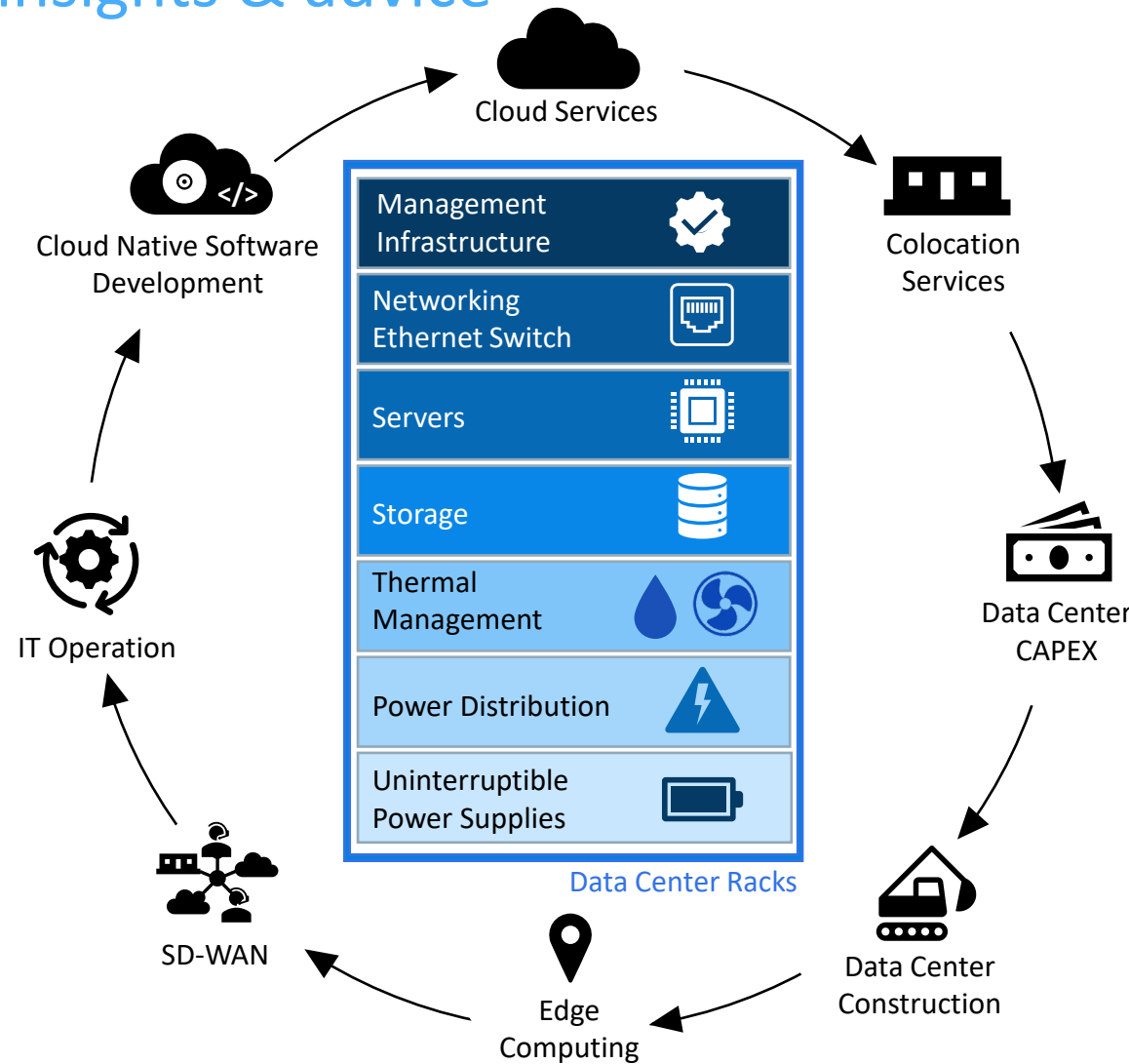
Comprehensive data, insights & advice

New in 2022

- Cloud Native Software Development
- Worldwide Data Growth Forecast
- High Performance Computing
- Data Center Sustainability Framework, Strategies, Incentives and Investment
- Thermal Management Strategies

New in 2021

- Server Workload Forecast
- Data Center Sustainability
- Smart Grid UPS
- Infrastructure Management
- Cloud Storage



Old but Gold

- Hyperscale Cloud Service Providers
- Server CPU transitions
- Heterogeneous Compute SmartNICs, AI Accelerators, GPUs
- Open Computing
- Servers in the telecom network
- AI Ops and Cloud Ops
- SD-WAN
- Data Center Buildings Tracker
- UPS Markets and Architectures
- Edge computing and micro DCs

Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.