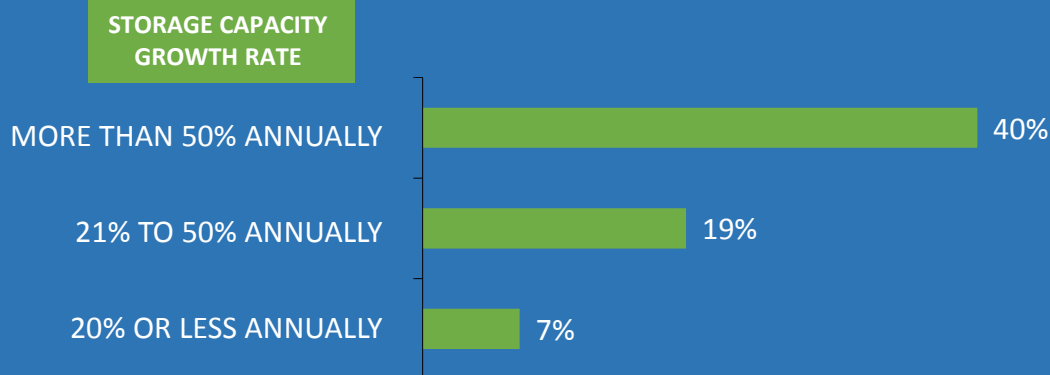
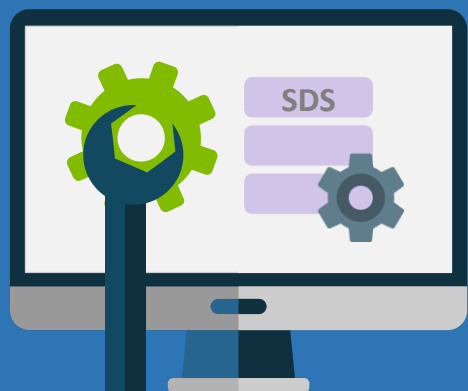


ORGANIZATIONS WITH GREATER CAPACITY GROWTH BURDENS are significantly more likely to be on the path to a software-defined strategy.

Percentage of organizations that report *being committed to software-defined storage as a long-term strategy and have already begun to implement SDS technologies:*



ESG Insight

ESG research confirms a strong correlation between the desire to abstract hardware-based functionality to a centralized software layer capable of providing storage management capabilities to an entire environment, and the rate at which an organization is increasing its storage capacity. Specifically, those experiencing annual capacity growth rates in excess of 50% are nearly *six times more likely* to be committed to a software-defined storage approach (40% versus 7%) than those whose storage capacity is growing by no more than 20% on a yearly basis. Having the high-growth storage users migrating faster to SDS will only spur its development and hence broader adoption as storage vendors hasten their embrace of SDS.

Original survey question:

Which of the following best represents your organization's perspective on software-defined storage?

Survey respondents:

373 IT decision makers in North America familiar with/responsible for their organization's data storage environment and strategy

Source: ESG Research Report, *2015 Data Storage Market Trends*, October 2015.