



**Voted by IT Pros as On-Premise Enterprise Storage-as-a-Service Market Leader**

Zadara Storage was recently voted by IT pros as the brand leader in the emerging market for on premise enterprise storage as a service. Read this brand leader profile to learn more about the market, how it’s part of a bigger technology transition to storage OpEx, and the values which stand-out to IT pros.

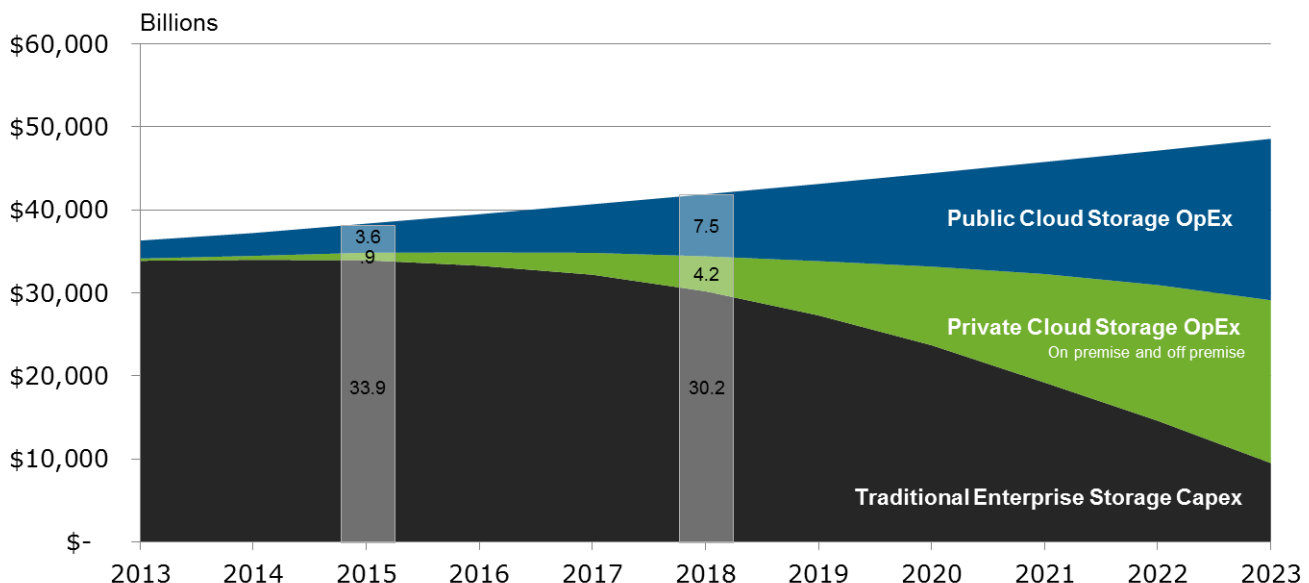
**On-premise-as-a-service**

In 2006, Amazon introduced S3 and the storage-as-a-service category, launching a whole new era of cloud computing. A decade later, the enterprise infrastructure market *almost* completely bifurcated into traditional on premise enterprise infrastructure and off-premise public cloud computing. However, in 2011 Zadara Storage came onto the scene and blended the best of both worlds to create a third category: on-premise-as-a-service (OPaaS). With this model applied to enterprise storage, IT organizations keep their precious data on-premise, but pay only for the storage capacity they consume.

**Part of the epic migration to enterprise storage OpEx**

Almost all IT organizations will eventually migrate to some form of enterprise storage-as-a-service. IT Brand Pulse forecasts spending on storage OpEx—including on-premise storage-as-a-service—to accelerate in the next few years. By 2020 OpEx will reach 50% of storage spending, and by 2023, 80% of storage spending will be OpEx.

**10 Year Data Center Storage Revenue Forecast**



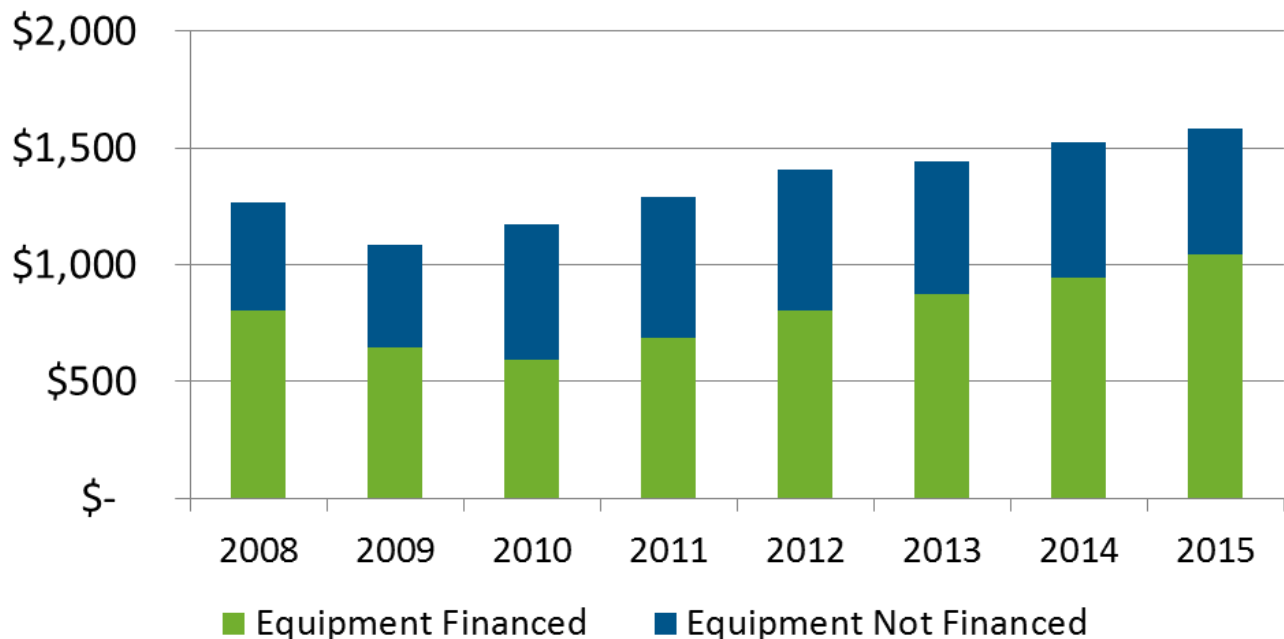
## Innovative OpEx financing is what allows people to buy new cars

The critical importance of financing for large-ticket consumer items such as cars, and equipment for businesses, is one key dynamic underscoring the mass migration from IT CapEx to IT OpEx. This year automakers will sell approximately 15 million vehicles. While the price of automobiles continues to increase, the total monthly payment (operating expense) has gone down. This lower monthly payment is a result of leases and longer financing terms. According to Experian, the average new car loan is 64 months and 27.5% of all new car purchases are leases, the highest level of leases since 2006.

## Businesses are looking for innovative new OpEx financing so they can acquire the IT needed to grow

Companies acquire equipment needed to operate and grow. That’s why a majority of businesses consider equipment financing a key acquisition strategy. Each year American businesses, nonprofits and government agencies invest over \$1.584 trillion in capital goods and software. Approximately 67%, or \$1 trillion, is OpEx through loans, leases and other financial instruments. OPaaS is an example of an innovative new way to acquire IT which allow businesses to better manage their balance sheets, taxes and cash flow.

**Equipment Finance Industry Size—Billions of Dollars**



Source: 2015 State of the Equipment Finance Industry (SEFI), published by the Equipment Leasing & Finance Foundation. The SEFI is available at [www.leasefoundation.org](http://www.leasefoundation.org).

## On-premise-as-a-service: Like leasing, but better

Like leasing, payments for OPaaS are spread out over time. But terms for acquiring OPaaS are better than leasing a car or enterprise storage array in two innovative ways.

## Take possession of the car, but pay only for the miles you drive

Leasing traditional enterprise storage requires customers to purchase headroom for growth. In other words, acquire unused capacity. The alternative is to store your data offsite in a public cloud where you can pay for only what you use. With OPaaS, IT organizations can keep their precious data on premise, but pay only for the storage capacity they consume. It's like taking possession of the car, but paying only for the miles you drive.

## A high-capacity SUV, a high-performance sports car, and an economy car, all for the price of one

Another amazing characteristic of OPaaS is the ability to tune different parts of the storage environment for a variety of different workloads. It's like taking possession of a high-capacity SUV, a high-performance sports car, and an economy, all for the price of one.

## SIGN & DRIVE



**\$1.50**  
Per Mile

2014 Mercedes-Benz  
C300 4MATIC®  
All-Wheel Drive  
Sport Sedan

Pay only for the miles you drive.

**\$0 DUE AT SIGNING**



\$42,825 MSRP, 7-Speed Automatic Transmission, All Season Tires, LED Daytime Running Lamps, Rain Sensor, mbrace2™, Glass Sunroof, Instrument Cluster with MPH Reading, Power Dr. Seat & Steering Col. w/ Memory, iPod®/MP3 Media Interface, SiriusXM® Satellite Radio, harman/kardon® Sound System w/Dolby 5.1, Heated Front Seats, 17-Inch 5-Twin-Spoke Wheels, AMG® Sportline Package

OPaaS is like taking possession of a Mercedes, but paying only for the miles you drive.

## UNLIMITED MODELS PAY FOR ONE



**\$1.50**

Per Mile  
Pay only for the miles you drive.

Zadara Enterprise Storage-as-a-Service is like taking possession of multiple car models, but paying only for one car, and only for the miles you drive.

## On premise enterprise storage-as-a-service brand leader survey

In late 2015, IT Brand Pulse conducted the first brand leader survey covering on-premise enterprise storage-as-a-service. From a list of leading vendors, IT pros were asked to select who they considered to be the market, price, performance, reliability, service & support and innovation leaders. Respondents also were invited to write-in votes if their vendor choice was not listed.

### IT Pros vote for Zadara Storage as market leader

Zadara Storage was selected by IT professionals as the overall market leader for on-premise enterprise storage-as-a-service, establishing itself as the incumbent leader in this new IT product category.

### Zadara Storage brand values which stand out

Survey respondents chose Zadara as the leader in four of the six categories: Market, Performance, Innovation, and Price. To understand what is behind the perceptions of IT professionals, we looked at where Zadara scored highest and where the largest spread existed between leader and second place. The top results and margins in the survey were achieved by Zadara for price and performance, respectively.

Considering that Zadara won four out of six categories, the survey numbers also indicated that for on-premise enterprise storage-as-a-service, the breadth of Zadara Storage's capabilities stand out in an ultra-competitive field of contenders.

### IT Brand Pulse brand leader surveys

In a sea of high-powered IT advertising, the Brand Leader Program delivers survey data which captures the perceptions of IT professionals. Brand Leader Surveys are independent, non-sponsored research covering hundreds of IT categories each year – from servers, storage and networking to software and other broad IT market segments. Responses are solicited from over 1,000,000 members of on-line groups and the IT Brand Pulse IT Pro and end-user database. Learn more about brand leader surveys at [www.itbrandpulse.com](http://www.itbrandpulse.com).

