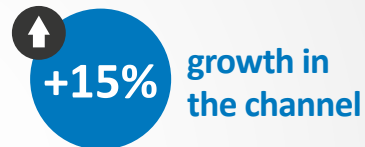


All-Flash Arrays Are Driving Sales

As the B2B technology storage and data protection categories change and business-critical software moves to the cloud, it's vital that you have the complete picture. Then you can optimize your channel performance and grow your business. **Here's a closer look at the U.S. all-flash array market.**

Worth watching in B2B channel: all-flash arrays and data protection and recovery



Winning Brands: All-Flash Array Sales

- 1 EMC
- 2 NetApp/Solidfire
- 3 Pure Storage
- 4 IBM
- 5 Hewlett-Packard Enterprise



↑
200%

All-flash arrays under \$20,000 grew 200% YOY

↑
84%

This segment now represents 84% of the all-flash array market on a unit basis

Winning Brands: Software Data Protection and Recovery Sales

- 1 Veeam
- 2 Veritas Software
- 3 IBM
- 4 CommVault Systems
- 5 EMC

“ We will continue to see strong growth of the segment as firms gravitate toward more predictive analytics. ”

Michael Diamond, Director
Industry Analysis, The NPD Group

The NPD Group is the only U.S. source for sales-out data in the B2B tech channel. B2B leaders look to NPD for syndicated sales-out data from top distributors and resellers. It gives them a competitive advantage and helps them optimize channel performance. What could deep data and expert insights on software and hardware in the B2B tech channel do for your business?

Source: The NPD Group/U.S. B2B Distributor Track® and B2B Reseller Tracking Service, 3ME December 2018 vs. YA

Get more insights like this. Contact Jenna Callery at 517-285-1411 or jenna.callery@npd.com.

