



## Purchase Criteria

### Top purchase driver(s):

- Simplify management
- Reduce power consumption
- Reduce total cost of ownership

### Product feature criteria:

- Reliability
- Advanced networking features, such as quality of service
- Advanced storage features, such as deduplication

### Vendor(s) being considered:

- Dell EMC (PowerEdge FX, PowerEdge VRTX)
- HPE (BladeSystem series)
- Hitachi Data Systems

What to say when you call:

"We've been consulting with a lot of companies trying to make smart decisions about Converged Infrastructure, including [top purchase driver(s)]. We've worked with many leading companies on addressing challenges like [product criteria above]. Are these also challenges for you?"

## Purchase Details

### Storage media type(s) being considered for purchase:

- All-flash (no spinning disk) with NVMe
- Hybrid (both spinning disk and flash)
- All-flash (no spinning disk) without NVMe

### Key factor in choice of vendor:

- Product/technology roadmap

### Amount of all-flash storage being purchased:

- 10 TB-99 TB

### Amount of hard disk storage being purchased:

- 100 TB-399 TB

### Workload(s) to be supported or enhanced by storage purchase:

- Virtual desktop infrastructure (VDI)
- Business intelligence/analytics
- Web applications/eCommerce

### Company Works within a Regulated Industry with Special Compliance Requirements for Enterprise File Sync and Share?

- No

What to say when you call:

"Which workloads and applications are you planning to run on Converged Infrastructure? For example, is there a need for [purchase details above]?"

## Account Details

### AutoZone

#### Insider who told us about this project

John Smith  
 Information Technology Manager  
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#### Project Location

123 S. Front St.  
 Memphis, TN 38103  
 United States  
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<http://www.autozone.com>

Industry: Automotive  
 Company Size: 10,000+

#### Timeframe to Purchase:

within next 12 months

## Next Steps

### Use the project details to schedule a meeting

"Over the course of the next couple of weeks we're giving presentations on the future of Converged Infrastructure - would you be interested in one of our presentation teams dropping by your offices? What does your calendar look like for the next two weeks?"

## Current Technology Environment

### On-premises shared storage types currently installed:

- Storage System (SAN, NAS and/or DAS)
- Object storage
- Converged infrastructure systems

### Storage Arrays

#### Type(s) of storage media currently in arrays:

- Hybrid (both spinning disk and all-flash)

#### Storage system(s) currently installed:

- SAN/NAS Hybrid
- NAS
- iSCSI SAN
- FC SAN
- Direct-attached Storage

#### Storage systems (SAN, NAS and/or DAS) vendor(s) currently installed:

- Dell EMC
- HPE
- Hitachi Data Systems

Questions? Email us at [QSO@techtarget.com](mailto:QSO@techtarget.com).

### About TechTarget

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