



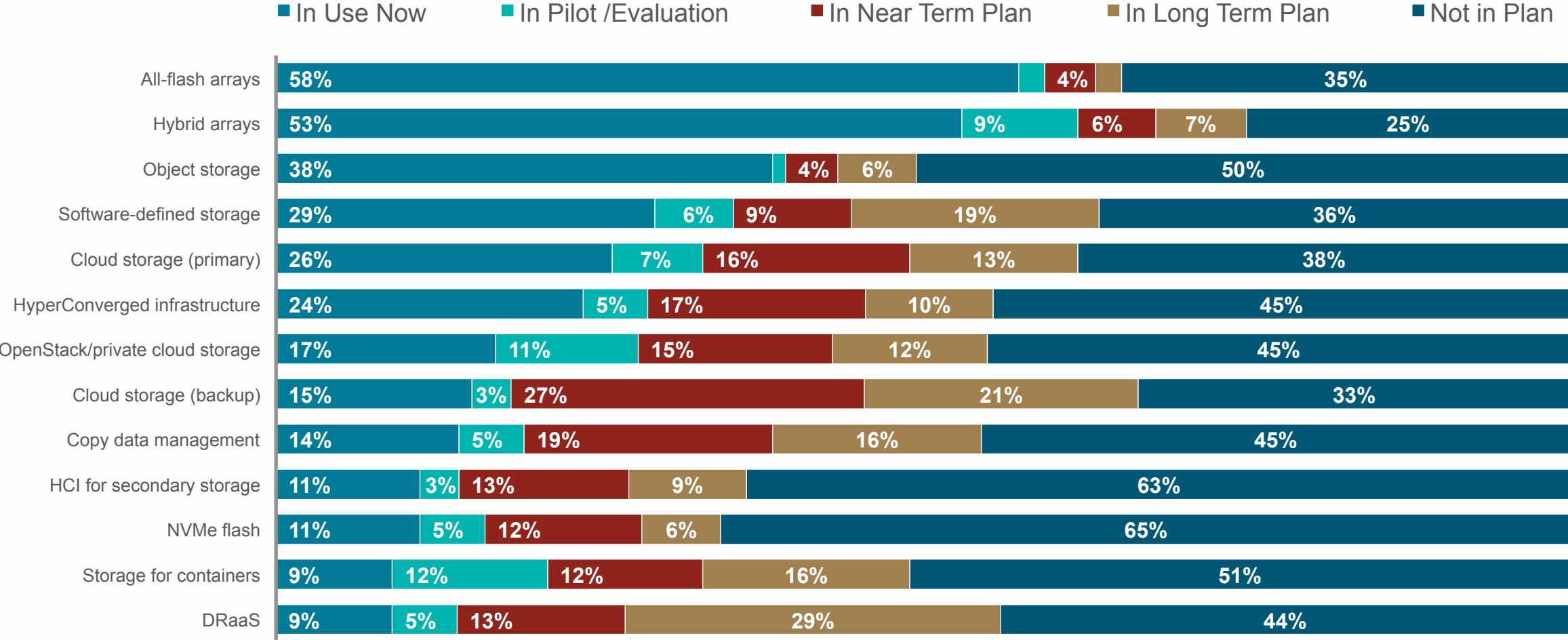
Research

Sample Report



Market Landscape
2x Annual
Strategic Insight

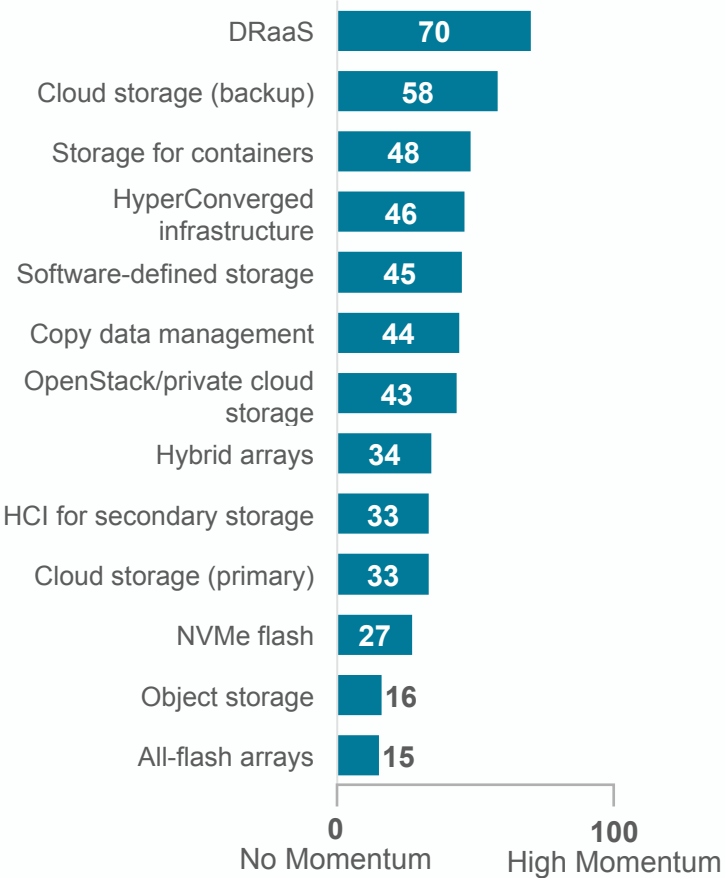
Example Technology Roadmap—Organizations Greater Than \$2B Shows which markets are poised for growth over the next 24 months



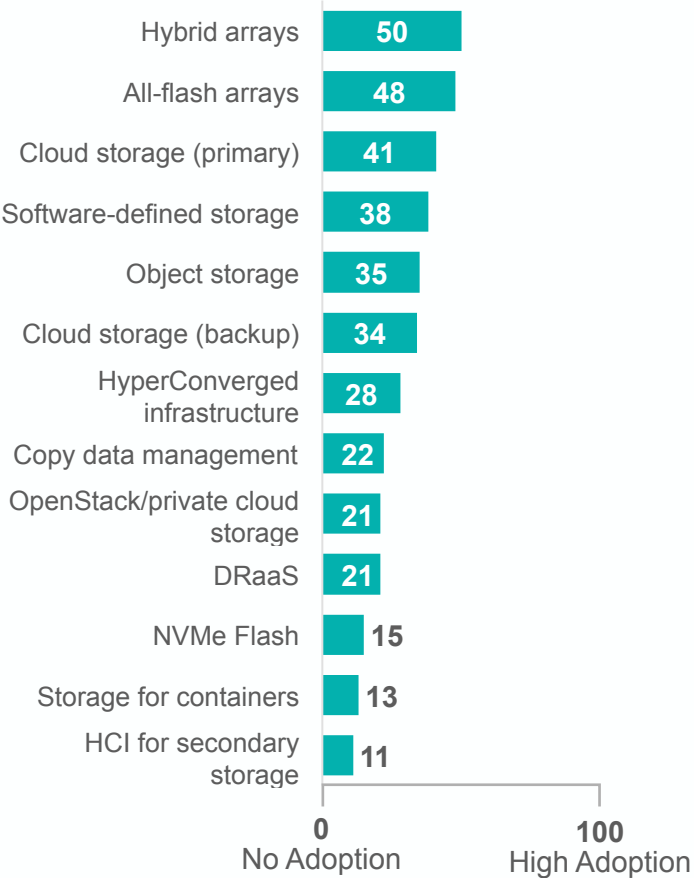
n=113 Q: Please indicate the status of the following technologies in your company today.

Storage Momentum Index™, Adoption Index™ and Spending Index™ show growth, penetration and dollar flows in the market

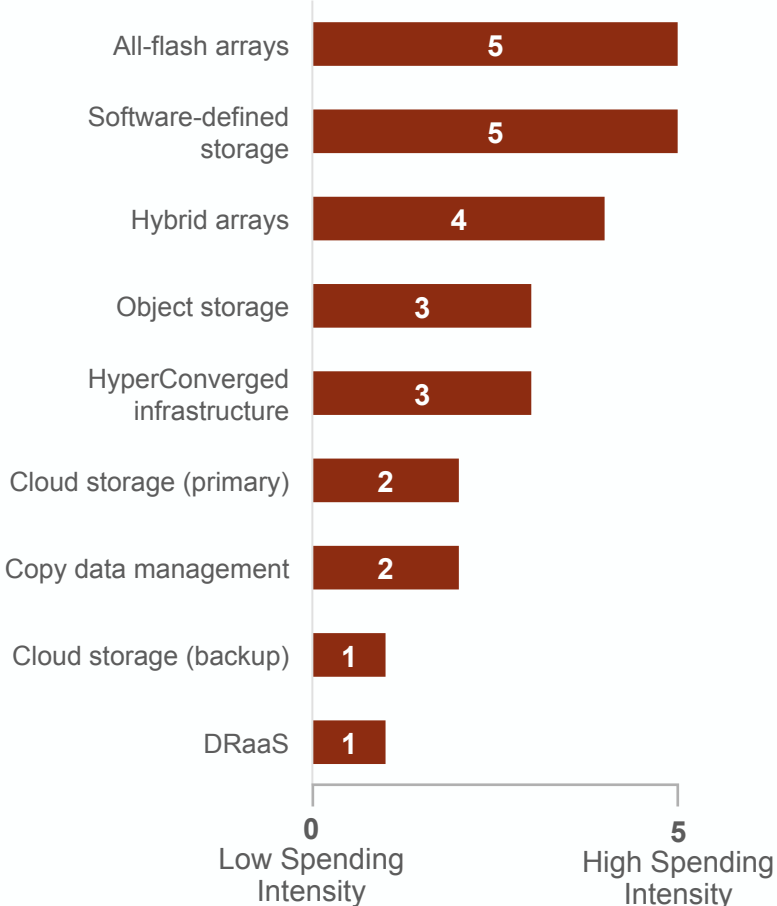
TechTarget Storage Momentum Index™



TechTarget Storage Adoption Index™



TechTarget Storage Spending Intensity Index™



n=419



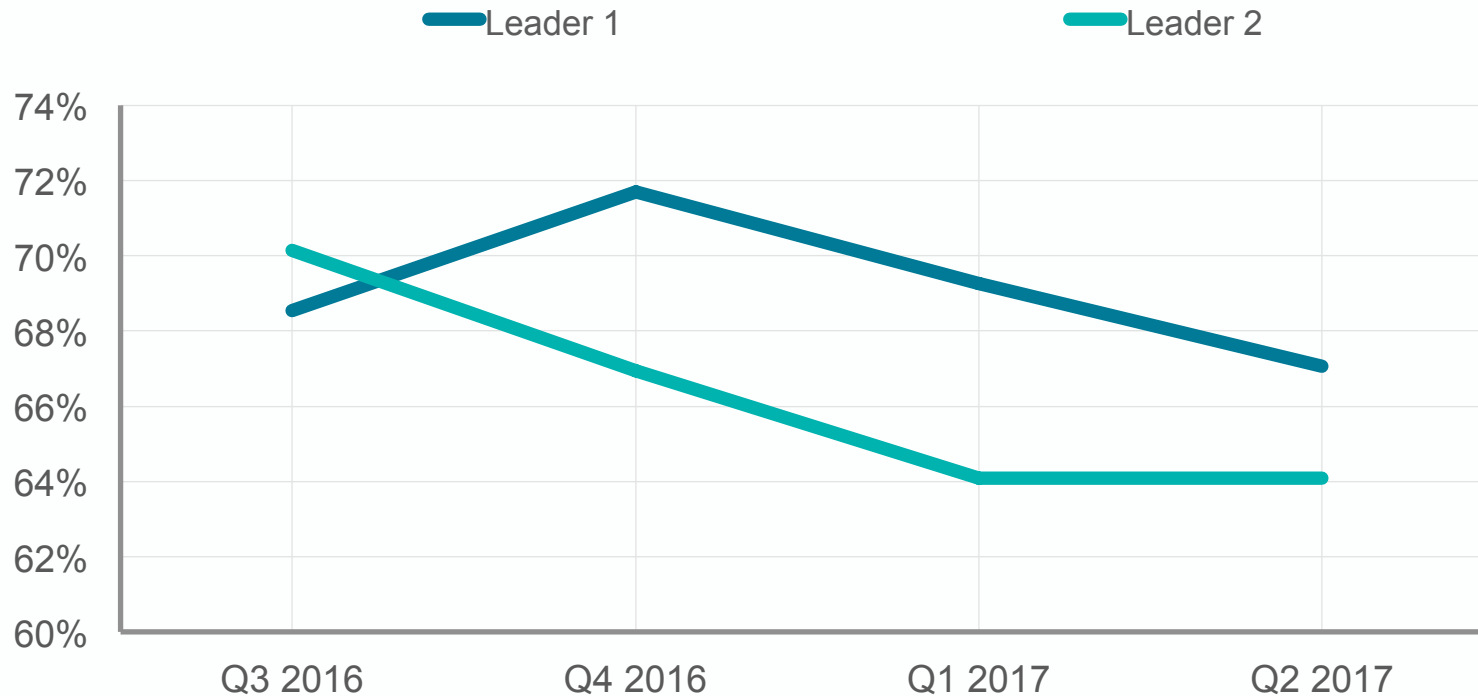
Deal ScoreCard
4x Annual
Tactical Insight
For Product, Marketing &
Sales Leadership



Research

Vendor consideration prior to purchase over time

Leaders



Data Description:

Vendor Consideration Prior to Purchase Over Time shows the percent of IT buyers who are considering each vendor prior to purchase for the time period indicated on the horizontal axis. Market Leaders shows the vendors that dominate consideration, while Key Sample Market Vendors displays the vendors that also consistently receive consideration, but at a lower level than the market leaders

Data Interpretation:

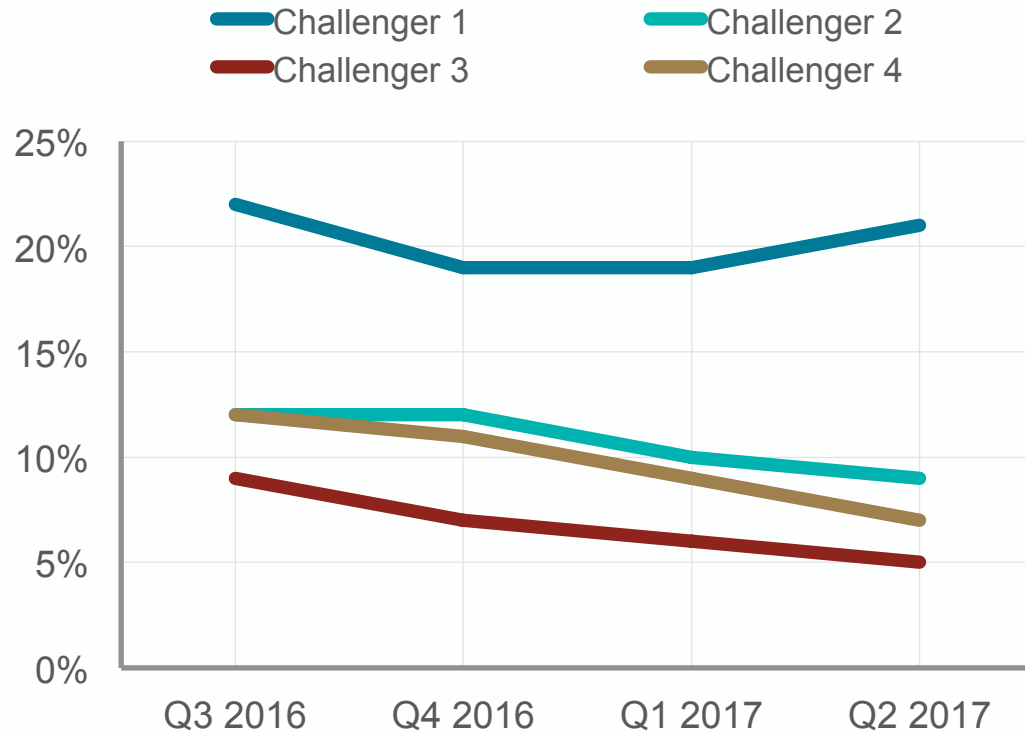
Market leaders can see how they stack up against their core competitors and if their consideration rate is on the incline, decline or flat over time. Challengers can gauge which competitors are most vulnerable.

Vendor consideration prior to purchase over time

Challengers

Q2 2017 Challengers

- 2% Challenger 5
- 2% Challenger 6
- 2% Challenger 7
- 2% Challenger 8
- 1% Challenger 9
- 1% Challenger 10
- 1% Challenger 11



Data Description:
Vendor Consideration Prior to Purchase Over Time shows the percent of IT buyers who are considering each vendor prior to purchase for the time period indicated on the horizontal axis. Market Leaders shows the vendors that dominate consideration, while Key Sample Market Vendors displays the vendors that also consistently receive consideration, but at a lower level than the market leaders

Data Interpretation:
 Market leaders can see how they stack up against their core competitors and if their consideration rate is on the incline, decline or flat over time. Challengers can gauge which competitors are most vulnerable.

The product features that influence vendor consideration and selection

Feature	Pre-Purchase Market overall	Pre-Purchase Feature Trend	Post-Purchase Market Overall	Post-Purchase Feature Trend
Meets our security compliance needs	55%	↑	47%	↓
Computing resources are scalable and elastic enough to suit workload needs	37%	↔	48%	↔
Adequate networking performance	25%	↔	21%	↔
Compatible with current data center infrastructure	22%	↑	15%	↔
Ensuring workloads are properly suited (compatible) with the tech provider's infrastructure	20%	↔	29%	↔
Can migrate workloads between in-house systems and tech providers	20%	↓	16%	↓
Works with current storage infrastructure	20%	↓	10%	↓

n=657 n=291

Data Description:

The product features that most influence vendor consideration and selection shows how of ten IT buyers cite a key product feature as influencing which vendors they consider for purchase and which ones they ultimately buy from. The trend data reflects whether these features have been stable, or risen or fallen in importance over time

Data Interpretation:

Gain insight into how features evolve in importance. Declining features no longer need to be emphasized as much in marketing investments. As IT buyers gain confidence in a technology, priorities may shift more toward long-term concerns like scalability and integration.

How important technology drivers boost vendors' pre-sales consideration

Data Description:

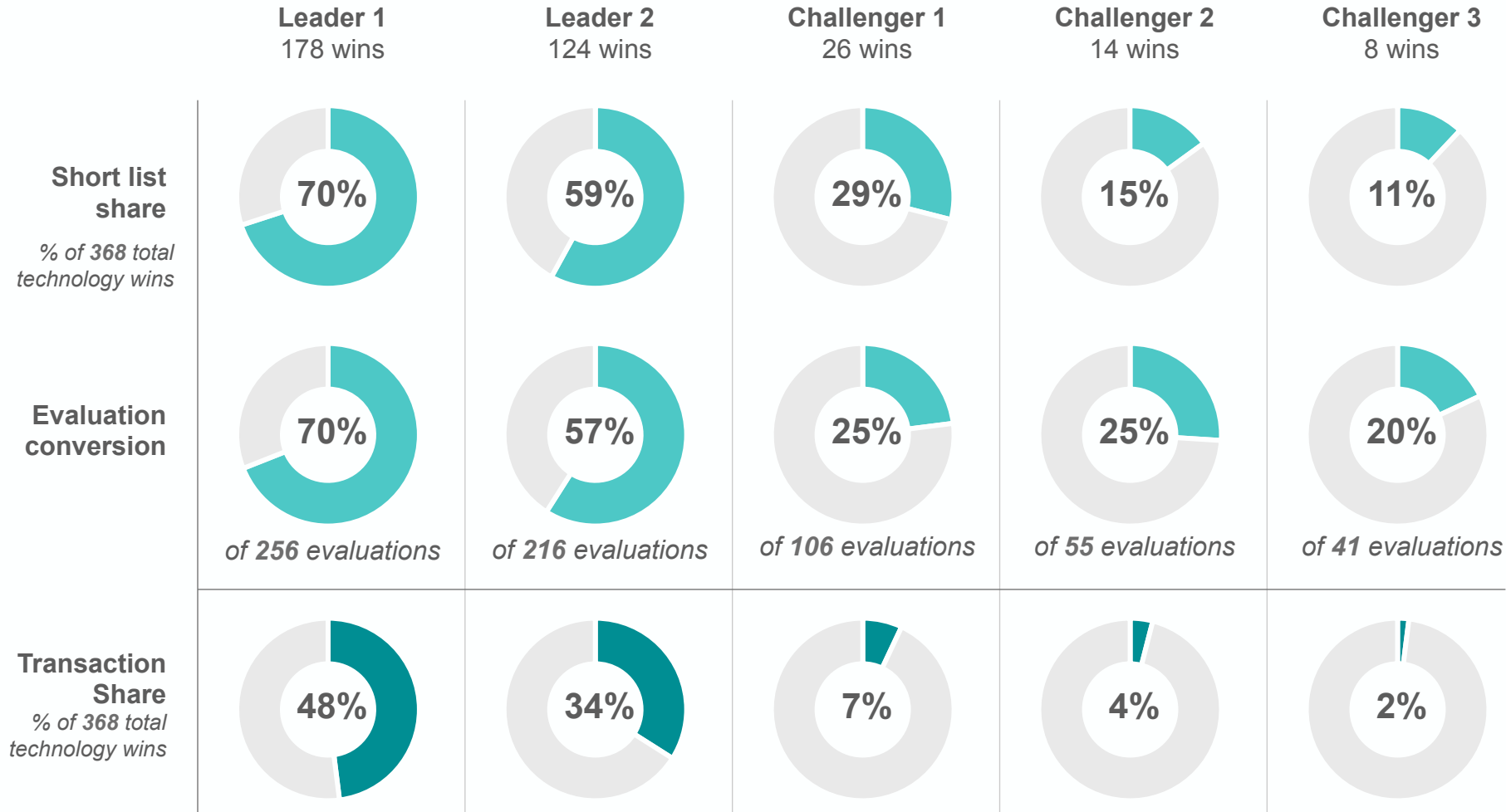
How “important technology driver” areas help boost vendors pre-sales consideration shows how IT buyers considering each vendor rate the importance of the technology drivers listed on the left during the evaluation phase compared to their overall importance to all potential buyers.

Data Interpretation:

IT buyers may choose market leaders because they see their implementations as checking all of the boxes on their required technology drivers list. Negative scores may indicate a perception that the vendor is not strong in that area. High positive scores may indicate that buyers see that vendor as having a niche strength in that driver.

	Leader 1	Leader 2	Challenger 1	Challenger 2	Challengers
Reduce Costs	+3%	-3%	+3%	-4%	+9%
Provide elasticity (scalability up and down)	+10%	+2%	+6%	+3%	-2%
Provision resources more quickly	+7%	+7%	+12%	0%	+20%
Replace in-house computing systems	-1%	+15%	+26%	+23%	+7%
Avoid building additional data center resources	+9%	+10%	+1%	+48%	+14%
Reduce data center footprint	+8%	+4%	-4%	-26%	+20%
Provide more computing capacity	+6%	-5%	-4%	-3%	-15%
Avoid hiring additional staff	-6%	-7%	-7%	+77%	+37%
Enable DevOps deployment	+10%	-7%	-19%	-7%	-4%
Add storage to support performance needs of SaaS providers	-5%	-7%	+69%	+77%	+34%
	n=646	n=646	n=646	n=646	n=646

Evaluating vendor pipelines from short list to evaluation to wins



Data Description:
 Evaluating vendor pipelines from short list to evaluation to wins shows how IT buyers evaluated or shortlisted a vendor during their IT purchasing selection process.

Shortlist share is the percentage of shortlists the vendor appeared on..

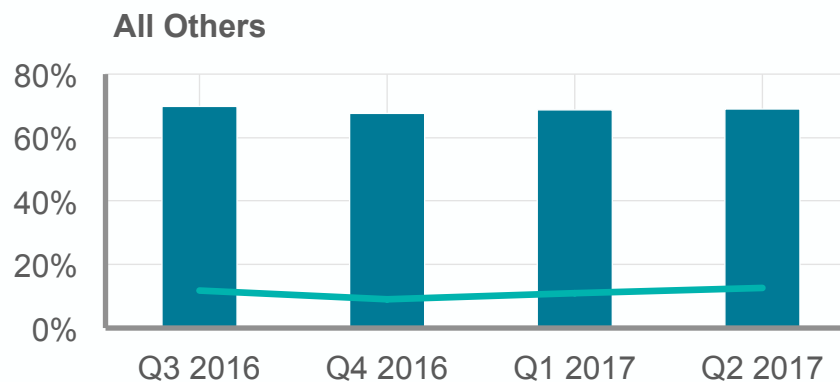
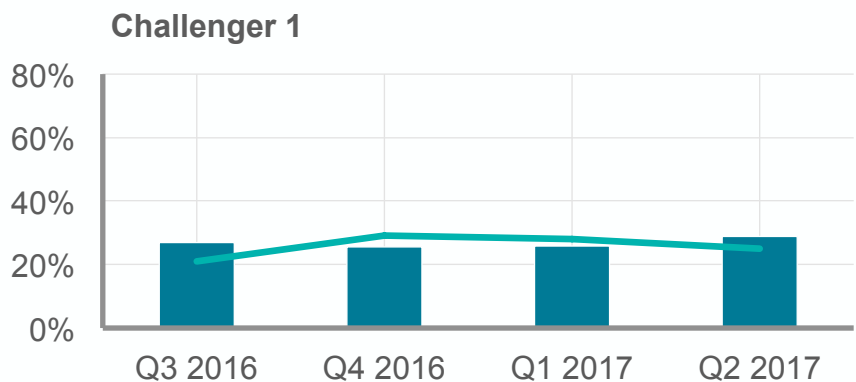
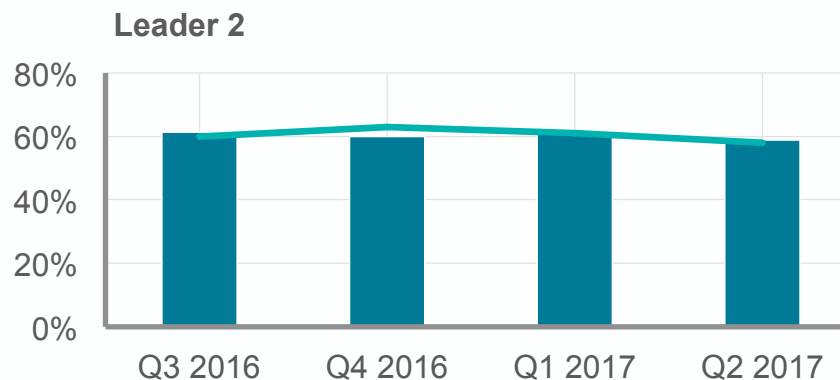
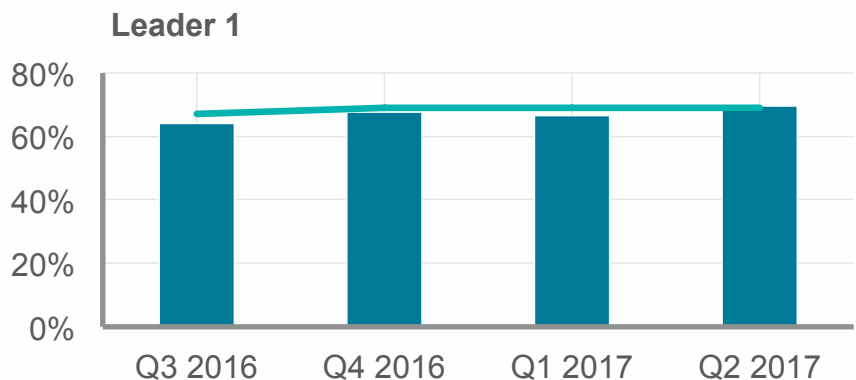
Evaluation conversion is the percent of total transactions in which that vendor was evaluated.

Transaction share is a vendor's share of wins as compared to all deals.

Data Interpretation:
 Taken together, these data measure a vendor's ability to compete for initial consideration, serious consideration, and selection. Comparing these metrics for a given vendor reveals strengths and weaknesses in the sales and marketing operation.

Top vendors' effectiveness at getting and winning deals

■ Evaluation Rate — Evaluation Conversion Rate



Data Description:

Top vendors effectiveness at getting and winning deals represents the percent of IT buyers considering key market leaders in the technology space by quarter. Evaluation Conversion is the percent of those IT buyers who went from considering the vendor to selecting them.

Data Interpretation:

Determine how effective an organization's marketing team is at driving vendor consideration and how effective their sales team is at closing deals.

How “important feature” areas help boost vendors’ pre-sales consideration

	Leader 1	Leader 2	Challenger 1	Challenger 2	Challengers
Meets our security/compliance needs	+1%	+11%	-8%	-12%	6%
Computing resources are scalable and elastic enough to suit workload needs	+4%	+10%	0%	+23%	+2%
Networking performance	+10%	-10%	-2%	-21%	-14%
Compatible with current data center infrastructure	+2%	+2%	+15%	+8%	+13%
Ensuring workloads are properly suited (compatible) with the tech provider's infrastructure (e.g., APIs)	+9%	+8%	+11%	-2%	+38%
Can migrate workloads between in-house systems and tech providers	-7%	+9%	-13%	+23%	+8%
Works with current storage infrastructure	+4%	+3%	+45%	+53%	-3%
Integrates with non-virtual systems	+6%	-9%	+29%	+18%	+69%
Container support	-2%	-6%	+44%	+64%	+28%
	n=646	n=646	n=646	n=646	n=646

Data Description:

How “important feature” areas help boost vendors pre-sales consideration shows how IT buyers considering each vendor rate the importance of the features listed on the left during the evaluation phase compared to their overall importance to all potential buyers.

Data Interpretation:

IT buyers may choose market leaders because they see their implementations as checking all of the boxes on their required features list. Negative scores may indicate a perception that the vendor is not strong in that area. High positive scores may indicate that buyers see that vendor as having a niche strength in that feature.

What “important feature” areas are more prevalent when a vendor wins a deal

	Leader 1	Leader 2	Challenger 1	Challenger 2	Challengers
Meets our security/compliance needs	+5%	+9%	-2%	-22%	-59%
Computing resources are scalable and elastic enough to suit workload needs	+10%	+1%	-14%	-5%	-60%
Networking performance	+6%	-17%	-13%	+30%	+37%
Can migrate workloads between in-house systems and tech providers	+28%	-22%	-44%	-44%	-12%
Ensuring workloads are properly suited (compatible) with the tech provider's infrastructure (e.g., APIs)	+1%	+4%	+4%	+4%	-27%
Compatible with current data center infrastructure	-51%	+43%	+16%	-44%	+144%
Works with current storage infrastructure	-19%	+23%	-12%	+77%	-8%
Integrates with non-virtual systems	+5%	-35%	+52%	-100%	+139%
Container support	+16%	-35%	+14%	+24%	+59%
	n=336	n=336	n=336	n=336	n=336

Data Description:

What “important feature” areas are more prevalent when a vendor wins a deal shows how IT buyers considering each vendor rate the importance of the features listed on the left during the evaluation phase compared to their overall importance to all potential buyers.

Data Interpretation:

IT buyers may choose market leaders because they see their implementations as checking all of the boxes on their required features list. Negative scores may indicate a perception that the vendor is not strong in that area. High positive scores may indicate that buyers see that vendor as having a niche strength in that feature.



Research

Thank you.

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