

TechTarget Research Deal ScoreCard™ **20+ Markets, Global Reach, Quarterly Insight**



Research



TechTarget provides insight on current market dynamics to improve sales, marketing and product decisions



75K content items produced annually 10K topics 10K topics 200M inbound visits from organic Search TechTarget Research Deal Scorecard[™] Reports and Market Landscape[™] Reports

10%	Storage Technology Roadmap 2H 2016
225	OpehStack Storage IN 976 HEN 65%
	Storage for Contelliness / Dev Ops 11% 12% 18% 57%
20.	CRass 11N 14N 23% 43N
	Public Cloud (Psimary) Storage Service 15% 59% (12)3 59%
	NVMe-based Disrage Systems 16% 7% TEX 62%
	Cloud Gatescay 17% (N 19% 17% 49%
	Software Defined Storage 17N 7N 15N 2016 48N
	CopyData Management 17% 12% 15% 50%
	HyperConvegeD Infrastructure 12% IV 12% IV 41% Public Cloud (Beckup) Storage 100 100 100 100 100
	Service And The Local And
Deathic Pare Netla	
	Al Fash Arose 43% 5545%
	Manager 214

18M registered members

Deep content footprint and Search dominance drives active buyers into TechTarget's network Buyer research details tracked on 140+ web sites yielding visibility into purchase intent in your market **User-generated insight on current market dynamics** for marketing, product & sales leaders to make confident decisions to improve business

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How Is TechTarget Research Different?

Buyer-generated insight—on current market dynamics that matter most.

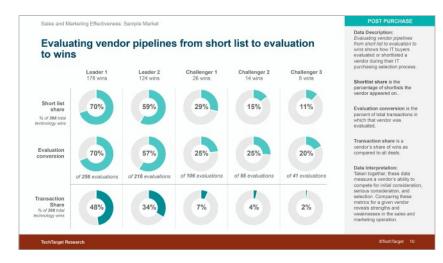
Quantitative – measurement of the technical features, business drivers, and competitive sales tactics observed in the field that determine who makes the shortlist, who wins, and who loses.

Facts—first-party data, with analysis, sampled from buyers that are in market now.





PRE & POST PURCHASE Market Overview: Sample Market Data Description: The product features that influence vendor The product features that most Influence vendor consideration and selection consideration and selection shows how of ten IT buyers cite a key product feature as influencing which vendors they consider for purchase and Post-Purchase Market Overall Pre-Purchase Market overall Post-Purchase Feature Trend Feature Trend Feature which ones they ultimately buy from. The trend data reflects ₽ Meets our security compliance needs 55% 1 47% whether these features have heen stable, or risen or fallen Computing resources are scalable and elastic enough to suit workload needs in importance over time 37% -48% \Leftrightarrow Data Interpretation: 25% 21% Adequate networking performance -**____** Gain insight into how features evolve in importance. Compatible with current data center infrastructure 22% 15% \Leftrightarrow Declining features no longer need to be emphasized as Ensuring workloads are properly suited (compatible) with the tech provider's infrastructure 20% 29% \Leftrightarrow much in marketing investments. As IT buyers gain Can migrate workloads between in-house systems and tech providers confidence in a technology. 20% . 16% ٠ priorities may shift more toward long-term concerns like 10% scalability and integration. Works with current storage infrastructure 20% 2-29



Intensity¹ High Spanding Intensity¹ Creating 4 Crea

100 High Adoption Cloud storage (backup)

DRaas

Low Spending

Storage for containers 13

HCI for secondary 11

No Adoption

All-flash arrays 15

@TechTarpet 8

No Momentum High Momentum

Unique Insight on Preand Post-Purchase Behavior





TechTarget Research

Market Coverage and Available Reports

Storage

Data Center

Deal ScoreCard Reports

- Flash Arrays
- Hybrid Arrays
- NAS
- Disaster Recovery

Market Landscape Report

Overall market assessment on Storage buying with deep dives on emerging topics

Deal ScoreCard Reports

- Hyper-converged
 Infrastructure (HCI)
- Converged Infrastructure
- Blade Servers
- Rack/Tower Servers
- Virtualization Software
- Private Cloud & Virtualization Systems Management
- Colocation

Market Landscape Report

Overall market assessment on Data Center buying with deep dives on emerging topics

Cloud

Deal ScoreCard Reports

- Public Cloud IaaS
- Cloud Primary Storage
- Cloud Backup Storage
- Hybrid Cloud

Market Landscape Report

Overall market assessment on Cloud buying with deep dives on emerging topics

EUC

Deal ScoreCard Reports

- Virtual Desktop
 Infrastructure (VDI)
- Desktop as a Service (DaaS)
- Enterprise Mobility Management (EMM)

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For more information

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About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intentdriven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

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