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IT Brand Pulse Announces 2013 SSD Leaders;
Innovation Category Leaders to be Honored at Flash Memory Summit

San Diego, CA – July 30, 2013 – IT Brand Pulse, a trusted source of data and analysis about IT infrastructure, today announced the results of the recent **2013 SSD Brand Leader Survey,** as voted by IT pros. Survey respondents were asked which vendors they perceive as the leader in eleven SSD product categories: **All Flash SAN SSD Systems**, **All Flash NAS SSD Systems**, **All DRAM SAN SSD Systems**, **All Flash Unified SSD Systems**, **PCIe SSD DAS Adapters**, **PCIe SSD SAN Adapters**, **SAS/SATA SSD Modules**, **SSD DAS/SAN Cache**, **SSD NAS Cache Appliance**, **SSD Controller Chips**, **Hybrid HDD/SSD Systems**. For each category, respondents chose the brand leader in Market, Price, Performance, Reliability, Service & Support, and Innovation.

On **Wednesday, August 14, 2013** at the **Flash Memory Summit** (Santa Clara Convention Center), IT Brand Pulse will publicly honor the **Innovation Leader** winners in all eleven SSD categories. In addition, two special Innovation awards— also chosen by IT professionals—will be presented: **David Flynn**, founder of Fusion-io, for *Contributions to SSD Innovation, 2008-2013,* and **Facebook** for *Contributions to SSD Adoption, 2008-2013.* The awards ceremony takes center stage in the FMS Theatre (#701), Exhibitor Hall at **1 p.m.**

"T*he results of the 2013 SSD surveys reflect the many acquisitions of start-ups by larger storage companies," said Frank Berry, CEO of IT Brand Pulse. "Of the hundreds of SSD start-ups, the only remaining pure-play SSD companies perceived as leaders by IT pros were Fusion-io and Nimbus."*

2013 SSD Brand Leaders (Based on June 2013 Survey)	MARKET LEADER	PRICE LEADER	PERFORMANCE LEADER	RELIABILITY LEADER	SERVICE AND SUPPORT LEADER	INNOVATION LEADER
All Flash SAN SSD Systems	EMC / XtremIO	NetApp	EMC / XtremIO	EMC / XtremIO	EMC / XtremIO	EMC / XtremIO
All Flash NAS SSD Systems	Nimbus Data	Nimbus Data	Nimbus Data	Nimbus Data	Nimbus Data	Nimbus Data
All DRAM SAN SSD Systems	IBM / TMS	IBM / TMS	IBM / TMS	IBM / TMS	IBM / TMS	IBM / TMS
All Flash Unified SSD System	Nimbus Data	Nimbus Data	Nimbus Data	Nimbus Data	Nimbus Data	Nimbus Data
PCIe SSD DAS Adapters	Fusion-io	Fusion-io & Intel & SanDisk (3-way tie)	Fusion-io	Fusion-io	Intel	Fusion-io
PCIe SSD SAN Adapters	QLogic	QLogic	QLogic	QLogic	EMC	QLogic
SAS/SATA SSD Modules	Seagate	Western Digital	Samsung	Intel	Intel & Seagate (tie)	Samsung
SSD DAS/SAN Cache	NetApp	NetApp & SanDisk (FlashSoft) (tie)	Fusion-io (IO Turbine)	Fusion-io (IO Turbine)	EMC & NetApp (tie)	Fusion-io (IO Turbine)
SSD NAS Cache Appliance	NetApp / Cache IQ	NetApp / Cache IQ	NetApp / Cache IQ	NetApp / Cache IQ	NetApp / Cache IQ	NetApp / Cache IQ
SSD Controller Chips	LSI (SandForce)	LSI (SandForce)	LSI (SandForce)	LSI (SandForce)	LSI (SandForce)	LSI (SandForce)
Hybrid HDD/SSD Systems	NetApp	Dell	EMC	EMC	NetApp	IBM

➢ For **_All DRAM SAN SSD Systems_**, **IBM's** recent acquisition of **TMS** secured itself as a repeat top choice for leadership titles in the six categories of **Market, Price, Performance, Reliability, Service & Support and Innovation.** Like last year, **Kaminario** was number two behind IBM/TMS in the Market Leader standings, followed by **Kove.**

"It's an honor to be recognized by IT Brand Pulse as a solid state storage market leader for our innovation around flash solutions," said Michael Kuhn, Vice President and Business Line Executive, IBM Flash. "Solid state storage is changing the economics of the data center and IBM is committed to driving innovation that helps our clients realize the benefits."

➢ **Nimbus Data** continued its dominance in both **_All Flash NAS SSD Systems_** and **_All Flash Unified SSD Systems_**. For the second year in a row, **Nimbus Data** swept all the categories: **Market**, **Price**, **Performance, Reliability, Service & Support and Innovation**. Rounding out second and third for the Market Leader award in **_All Flash NAS SSD Systems_** were **Violin Memory** and **Skyera**, respectively. For **_All Flash Unified SSD Systems_**, **Skyera** was the runner-up Market Leader, ahead of **Whiptail**.

"Nimbus Data is honored to win IT Brand Pulse's Market Leader in Unified All-Flash Systems for the second straight year," stated Thomas Isakovich, CEO and founder of Nimbus Data. "This non-sponsored recognition is further affirmation of Nimbus Data's exceptional team and patent-pending solutions in the rapidly-growing all-flash industry. With over 450 deployments and 400% year-over-year growth, Nimbus Data continues to lead the charge by helping our customers realize the full performance, reliability, and economic benefits of an all-flash storage infrastructure."

➢ For **_SSD NAS Cache Appliance_**, **_SSD DAS/SAN Cache_** and **_Hybrid HDD/SSD Systems_**, **NetApp** had a high-profile in this survey as the **Market** leader in all three of the product categories. Having added CacheIQ to its fold late last year, **NetApp/CacheIQ** swept **_SSD NAS Cache Appliance_**: **Market, Price, Performance, Reliability, Service & Support and Innovation Leader**. The runner-up leader across the board in this product category went to **Violin Memory**, followed by **Alacritech**. In the **_SSD DAS/SAN Cache_** survey, the leader votes for **Performance, Reliability, and Innovation** went to **Fusion-io (IO Turbine),** who also came in second in the Market category (**EMC** placed third). **NetApp** tied with **SanDisk (FlashSoft)** as the **Price** leader and **EMC** was the **Service & Support** leader. For **_Hybrid HDD/SSD Systems,_** IT professionals repeated their selections from 2012: **IBM** (who finished second in Market) captured the **Innovation** award, EMC (third, Market) was the leader in **Performance** and **Reliability** and the **Price** award went to **Dell.** NetApp took the **Service and Support** title for the first time.

"Flash is changing the speed at which business is conducted and we are honored that IT professionals have selected NetApp as a flash innovation and industry leader in the 2013 SSD Brand Leaders survey," said Mark Welke, senior director, Platforms Marketing, NetApp. "This recognition validates NetApp's commitment to providing customers with the strongest and broadest enterprise flash portfolio today that allows them to maximize the value of flash across the entire IT stack. Our strategic framework is designed to provide maximum flexibility and choice to enable customers to address their specific needs and workloads."

➢ **LSI (SandForce)** was also a two-time **Market** leader winner for **SSD Controller Chips.** While IT perceptions showed LSI as a repeat leader in the **Price** and **Innovation** categories**,** they swept the awards by capturing the **Performance, Reliability and Service & Support** titles previously held by **Intel,** who came in second in every category.

"LSI is honored to have been recognized by IT professionals as the overall Market Leader for SSD Controller Chips – sweeping all six categories -- in the latest IT Brand Pulse survey," said Thad Omura, vice president of marketing, Flash Components Division, LSI Corporation. "The selection of LSI SandForce® flash controllers is validation of our continued technology leadership and reflects our comprehensive solutions portfolio and unique ability to help customers rapidly gain the benefits of flash for their applications."

➤ Voting in the **[PCIe SSD SAN Adapters](#)** category revealed **QLogic** as the **Market** Leader and leader in four of the five other leader choices in the 2013 SSD Brand Survey. **QLogic** posted wins in the **Price, Performance, Reliability, and Innovation** categories, giving up only the **Service & Support** crown to **EMC,** who IT pros ranked second in Market above third place, **Virident.**

"Having IT end users select FabricCache as the Market Leader for Price, Performance, Reliability, and Innovation confirms that the industry's first caching SAN adapter squarely addresses IT needs for performance acceleration of mission-critical, virtualized and clustered applications that rely on shared SAN storage," said Chris Humphrey, vice president corporate marketing at QLogic. "By combining our market-leading Fibre Channel adapter and proven Fibre Channel driver with intelligent caching and high-performance PCIe flash, QLogic customers get a dramatically simpler, cost-efficient and powerful enterprise-ready application acceleration solution that is easy to deploy, non-disruptive and familiar to operate and manage."

➤ In the **[SAS/SATA SSD Modules](#)** survey, brand leadership split four ways with **Seagate** coming in as **Market** Leader (and tying with **Intel** for **Service & Support**). **Intel,** the second place finisher for Market Leader, captured the **Reliability** title while the **Performance** and **Innovation** categories went to **Samsung** (who finished third in Market). **Western Digital** rounded out the leader list as the **Price** champion.

"We are pleased to be recognized by IT Brand Pulse as a brand leader in the SSD SATA/ SAS space. It is a true honor to be recognized as a market frontrunner, by industry peers and IT professionals, particularly at this time in the Seagate's history as it comes on the heels of the recent release of our new family of SSD products," said Scott Horn, Seagate vice president of marketing. "We look forward to continuing down this path and releasing innovative, new, cutting-edge SSD products in the near future and evolving the broadest portfolio of storage solutions in the industry."

Jim Elliott, Vice President of Memory Marketing for Samsung Semiconductor, Inc., commented, "We are very pleased to be selected by customers from around the world for the innovativeness of our SAS/SATA SSD modules and their leading-edge performance in the marketplace. We have designed our SSDs to lead the industry with the best possible performance levels, and as we move to include other technologies such as SATAe and NVMe, more and more customers will appreciate the outstanding speeds and advanced features of our SSD family."

➤ In the second straight year, **Fusion-io** led the way for **[PCIe SSD DAS Adapters](#)** as the **Market** Leader pick. Once again, **Fusion-io** was tapped as both **Performance** and **Innovation** leader, and this time around added the **Reliability** Leader award. **Intel**, which won the **Service & Support** category again, landed in second place as Market Leader, with **LSI**, in the third position. In the **Price** category, a first place 3-way tie occurred among Fusion-io, **Intel, and SanDisk**.

"Fusion-io is proud to be recognized by IT professionals as the leader in performance, price and reliability, qualities we provide across all ioMemory products," said Gary Orenstein, Fusion-io Executive Vice President. "Our solutions help enterprises achieve breakthrough application performance by leveraging flash as memory, and we appreciate the

recognition by IT leaders for our commitment to accelerating the data that drives our customers' businesses."

➢ IT Pros selected **EMC/XtremIO** as the 2013 leader in 5 of 6 brand categories for **_All Flash SAN SSD Systems_**. EMC was chosen as **Market** Leader, and captured the top spot for **Performance, Reliability, Service & Support, and Innovation. NetApp** won the **Price** Leader category and **IBM/TMS** was second as Market Leader.

About the Brand Leader Awards

IT Brand Pulse awards are the symbols for brand leadership because they are voted by IT pros (*not* vendor-sponsored). Our surveys are designed to measure the pulse of brand leadership in specific product categories. IT professionals respond to one survey covering various products. Within each product category, respondents choose the overall market leader, as well as the leader in price, performance, reliability, service and support, and innovation.

Respondents to the 2013 SSD Brand Leader Survey included:

IT Manager/Director - Baylor College of Medicine; IT Manager/Director - Deloitte Services LP; Storage Administrator/Architect - ARI Fleet Management; Data Center Manager - Utah State Office of Education; IT Manager/Director - Artesian Water Company (Public water utility, State of DE); IT Manager/Director - Berkshire Capital Securities; IT Manager/Director - Duke University; Storage Administrator/Architect - Sony Online Entertainment; IT Manager/Director – Kawasaki; IT Manager/Director - Yale University; IT Manager/Director - NBC Universal; Executive/Management - IDS (a Raytheon Company); IT Manager/Director - Ogilvy & Mather; Server Administrator/Architect - Pitney Bowes; IT Manager/Director - Stanford University; Network Administrator/Architect – Transamerica; Data Center Manager - University of Washington; St. Luke's Hospital - Infrastructure Architect

About IT Brand Pulse

IT Brand Pulse is a trusted source of data and analysis about IT infrastructure, including servers, storage and networking.

- **IT Brand Pulse Labs** - Test reports and product validation from hands-on testing.
- **End User, Channel and OEM Research –** Brand Leader, Technology, Product, and Customer Satisfaction surveys, as well as focus groups and custom research.
- **Product Databases -** Quarterly report for selected product categories with a database of commercially-available products and their attributes.
- **Market Shares and Forecasts -** Quarterly reports with unit shipments, revenue, vendor market share, and forecast.
- **Industry Analysis -** IT Brand Pulse analysts publish reports and contribute weekly to leading industry publications including InfoStor, Network Computing, Seeking Alpha, Virtual Strategy Magazine and Zacks.com.