Pricing Evaluation Service: Enterprise Storage

IDC's *Pricing Evaluation Service: Enterprise Storage* is utilized widely by internal competitive intelligence, marketing, sales support, and field sales teams. This product provides storage vendors with the intelligence and analysis to create winning price and product positioning strategies. This product expands into the intrinsic factors that represent the "art of a storage deal," with pricing for storage product components, storage software, service, and configurations. It includes in-depth technical specifications and a wide range of application tools such as the custom configurator or quick compare.

MARKETS AND TECHNOLOGIES COVERED

- NAS — enterprise, midrange, and entry level
- SAN — enterprise, midrange, and entry level
- DAS — enterprise, midrange, and entry level
- Switch, routers, and directors
- Software (management and platform)
- Tape automation
- Virtual tape systems
- Storage services

- Comparison of product features and functions
- Comparison of standard storage configurations across multiple vendors
- Detailed technical product information
- Pricing list, channel, and maintenance
- Real deal transaction information
- Pricing history
- Services profiles and comparisons

GEOGRAPHIC COVERAGE

- **9 regions:** The United States, Canada, Japan, Western Europe, Central and Eastern Europe, the Middle East and Africa, Latin America, PRC, and Asia/Pacific
- **53 countries:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Peru, the Philippines, Poland, Portugal, PRC, the rest of Asia/Pacific, the rest of CEE, the rest of Latin America, the rest of the Middle East and Africa, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, the United Arab Emirates, the United Kingdom, the United States, Venezuela, and Vietnam

DATA DELIVERABLES

Licensed as a 12-month service, this product is delivered 24 hours a day, 7 days a week, through the internet. Both application and analyst support will be made available from 9 a.m. to 5 p.m. EST.

KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. How does our storage product stack up against the competitor's product technically?
2. Given the market complexity, what is an accurate and true comparison of storage configurations and pricing?
3. What are a vendor's discounting methodologies? Provide examples of discounting percentages for storage configurations.
4. Which vendors initiate/dominate price positioning in this marketplace?

COMPANIES ANALYZED

IDC's *Pricing Evaluation Service: Enterprise Storage* product examines how storage providers are positioning themselves to compete in the storage market. This product reviews the strategies, market positioning, and future direction of several providers in the storage market including:

Barracuda, Brocade Communications Systems, Cloudian, Cohesity, Commvault Systems Inc., Dell EMC, Exagrid, Hitachi Vantara, Hewlett Packard Enterprise, Huawei, IBM, Infinidat, NetApp Inc., Nutanix Inc., Proofpoint, Pure Storage Inc., Rubrik, Scale Computing Inc., Veeam, and Veritas AG.