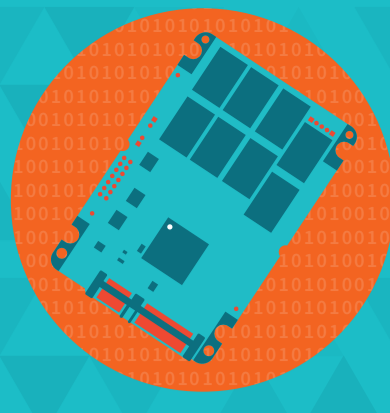


THE 2nd GENERATION ALL-FLASH OPPORTUNITY



in association with



ALL-FLASH SOLUTIONS ARE TAKING OFF AND ENTERPRISE COMMITMENT IS HIGH

IN THE NEXT 2 YEARS

34% plan to invest significantly

47% plan some investment



THE BASIC APPEAL

PERCEIVED IMPORTANCE OF CORE ATTRIBUTES

✓✓ **41%** ✓ **51%**

Low latency and fast response times



PERFORMANCE

✓✓ **37%** ✓ **44%**

More predictable / consistent performance

✓✓ **30%** ✓ **51%**

Better power efficiency (energy savings)



COST EFFICIENCY

✓✓ **28%** ✓ **45%**

Reduced datacentre footprint (space savings)

✓✓ Compelling ✓ Valuable

2ND GENERATION TECHNOLOGY THE KEY TO UNLOCKING THE FULL POTENTIAL

CHALLENGE

DIVERSE DEMANDS

DO YOU HAVE NEEDS IN THESE AREAS?

COST AND EFFICIENCY DRIVERS

General purpose storage to support 'normal' everyday application needs **93%**

Low cost storage to support long term storage of slow moving data **84%**

THE NEED FOR SPEED AND RESILIENCE

High performance storage to support high-throughput, low latency application needs **93%**

Highly resilient storage to support critical applications intolerant of downtime **85%**

Resilient high performance storage to support the most demanding applications **82%**

Percentages reflect the number of respondents currently seeing this kind of requirement

RESPONSE

COMPREHENSIVE CAPABILITY

RELEVANCE OF 2nd GEN FEATURES

ENHANCED RESILIENCE AND DISASTER RECOVERY

Advanced high availability facilities **72%**

Embedded disaster recovery e.g. transport failover **74%**

High durability flash **74%**

Commodity flash hot-swapping **62%**

ADVANCED MANAGEMENT AND OPTIMISATION

Integrated management across all-flash, hybrid and SDD **64%**

Automation of day-to-day storage management / ops **64%**

Elimination of need to tune (effort / cost savings) **62%**

FINE GRAIN TUNING AND CONTROL

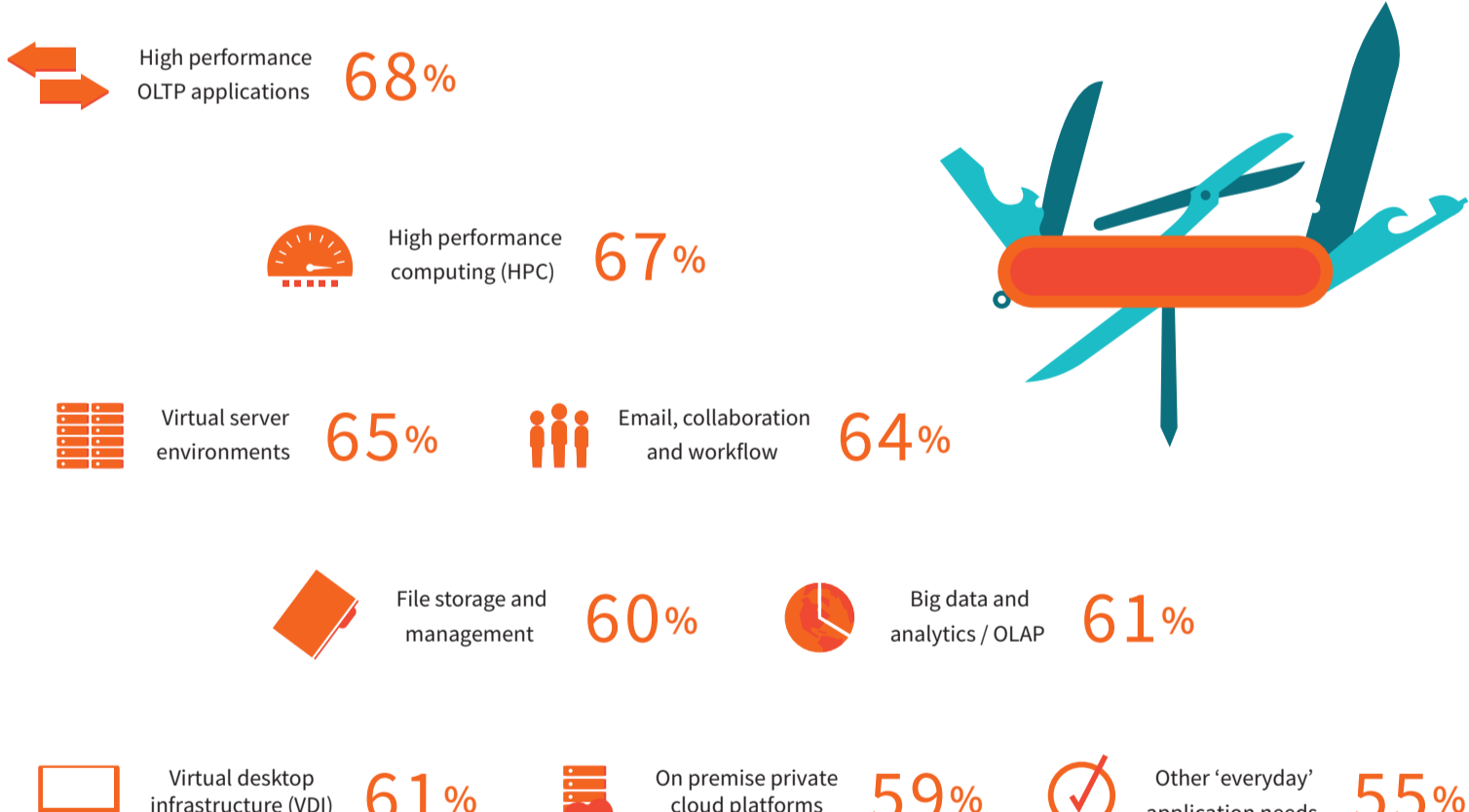
Granular QoS management at application / dataset level **57%**

Ability to switch deduplication / compression on or off selectively for individual workloads / datasets **61%**

Percentages reflect the number of respondents regarding the feature as mandatory or desirable

FROM POINT SOLUTIONS TO MIXED WORKLOADS

FITNESS FOR PURPOSE



Percentages reflect the number of respondents considering all-flash suitable for purpose

96% Agree 2nd generation all-flash can be used for MIXED WORKLOADS

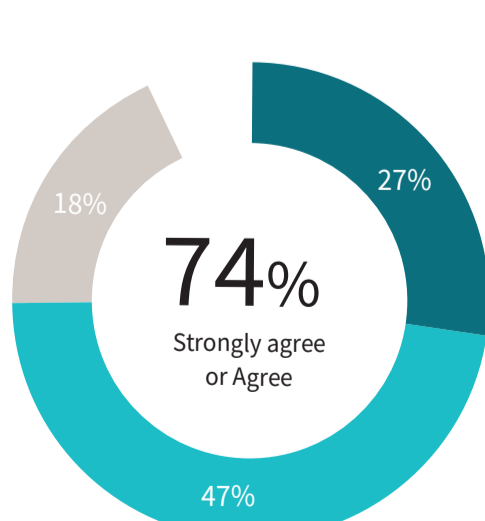
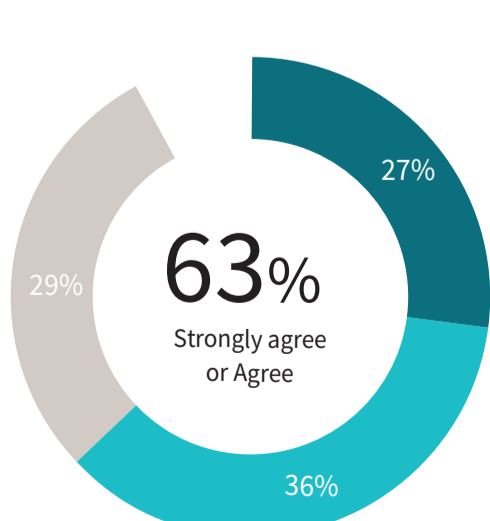


THE FUTURE IS COEXISTENCE

IT'S ALL ABOUT BALANCE

Exploiting flash technology is a high priority for us

HDD-based storage remains a part of our strategy and plan



Based on data collected from 363 senior European and North American IT professionals via an online survey. The respondents were from organisations ranging in size from 500 employees to 5,000+ employees and from a variety of industry sectors (Healthcare / Life Sciences, Retail, Financial Services, Manufacturing, Automotive, Travel & Transport and Telecoms).

For more information please see the full research report 'The Enterprise Flash Imperative - From expensive luxury to essential enabler' available from the Freeform Dynamics and Fujitsu websites.