

# Accelerate Business Efficiency With Flash Storage

Flash storage emerges as a leader for Mid-Market businesses

Mid-Market businesses are taking advantage of flash storage for . . .



36% of business use flash arrays via the cloud



33% use a hybrid flash/HDD storage environment in the cloud



32% use an all-flash storage environment on-premises

**FLASH IS A REALITY FOR MANY MID-MARKET SIZED BUSINESSES**



30% use a hybrid flash storage environment on-premises



Security and encryption



Storage data reduction



Cloud management



Storage virtualization

## MANY MID-MARKET BUSINESSES ARE TAKING ADVANTAGE OF FLASH TODAY . . .

As flash storage shifts the market, Mid-Market businesses are turning to a flash environment to manage their data.



Plan to move to an all-flash environment

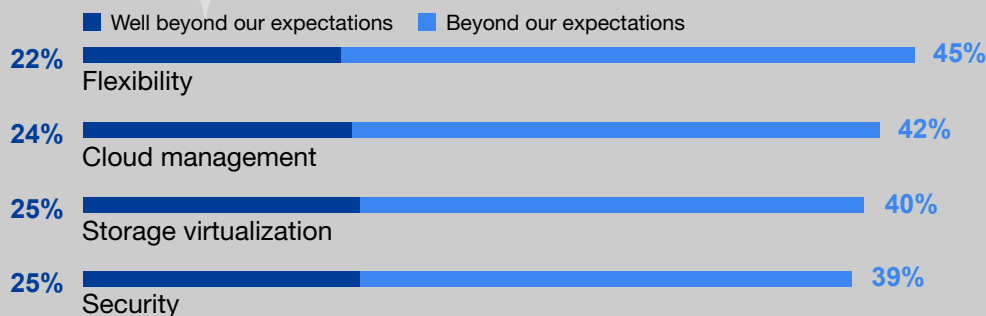


Plan to invest in a hybrid flash environment



Plan to maintain their current flash environment

## AND REPORT IMPROVEMENTS IN THEIR . . .



How well are these capabilities performing for you?



Read the full study

**Methodology:** This Technology Adoption Profile was commissioned by IBM. To create this profile, Forrester Consulting completed a custom survey of 106 IT and storage decision makers working within enterprises with more than 500 employees in October 2017.

**Source:** A commissioned study conducted by Forrester Consulting on behalf of IBM, October 2017

**Base:** 106 IT and digital storage decision makers in advertising in manager roles at global mid-market businesses in the US, UK, and India

© 2017 Forrester Research, Inc. All right reserved. Forrester is a registered trademark of Forrester Research, Inc.