InboxInsight

A DATA-DRIVEN
ACTIVATION GUIDE
AND CATEGORY
REPORT.

Servers &
Storage

CONTENTS

ACCELERATING B2B SALES FOR SERVER AND STORAGE COMPANIES

Using intent data in account-based marketing is not new, but what if you could find out exactly what topics your target accounts are researching; the challenges they are facing; and the specific pain points your prospects are experiencing, all neatly compiled together in an easy to digest guide? If you think it could help, then read on - this is the playbook for you!

In this category guide, we reveal the top obstacles facing Server and Storage vendors as well as key category trends shaping the market today. Then, by fusing this market and audience intelligence with data-driven insights into what content topics are trending in your space we're able to guide you towards identifying the exact prospects and accounts in-market for your solution.

By incorporating this approach into your GTM strategy, you'll be better placed to tailor the right message, to the right audience to fit their specific stage in their buying journey.

What value will this category guide provide Server and Storage vendors?

Servers play an integral role in the day-to-day running of large enterprises. Whether they're physical or virtual, on premise or off premise, every company needs a reliable server to ensure access to storage and the ability to process data and applications at high speeds.

Making sure servers are modern, optimized and secure is crucial, as the consequences can be dire. Take Meta, for example; the social media giant experienced a server outage in 2019 which affected 7.5 million users, and many for over a day and a half. What's more, research suggests that 80% of all data center outages are the result of server hardware failure (*Park Place Technologies*).

Digital information is at the core of all modern businesses. With it, businesses can assess performance, drive decision-making, personalize customer experiences and much more. But with so much data being created – as much as 180 zettabytes by 2025 (*Statista*) - businesses need to find efficient and manageable ways to store this information effectively.

Along with simply having the infrastructure to store data, modern businesses face other storage challenges around cost, efficiency, accessibility and, perhaps most importantly, security. As such, interested in data storage solutions is high, with the market anticipated to experience a 26% CAGR from 2021 to 2027.

What's clear is that, for modern enterprises, investing in both servers and storage critical for to remain secure, keep pace with the competition and meet the demands of modern customers in the enterprise landscape. All of this provides vendors with significant revenue and sales opportunities – provided you know who to target, when and how.

Leverage the following insights to ensure your business is working to solve the pain points identified, adapt to a changing market and capture the demand.

KEY **SERVER** PAIN POINTS AND SOLUTIONS FOR IT PROFESSIONALS

Frequency of server failure based on age

Age	Failure Rate
1 Year	5%
2 Year	6%
3 Year	7%
4 Year	11%
5 Year	13%
6 Year	15%
7 Year	18%
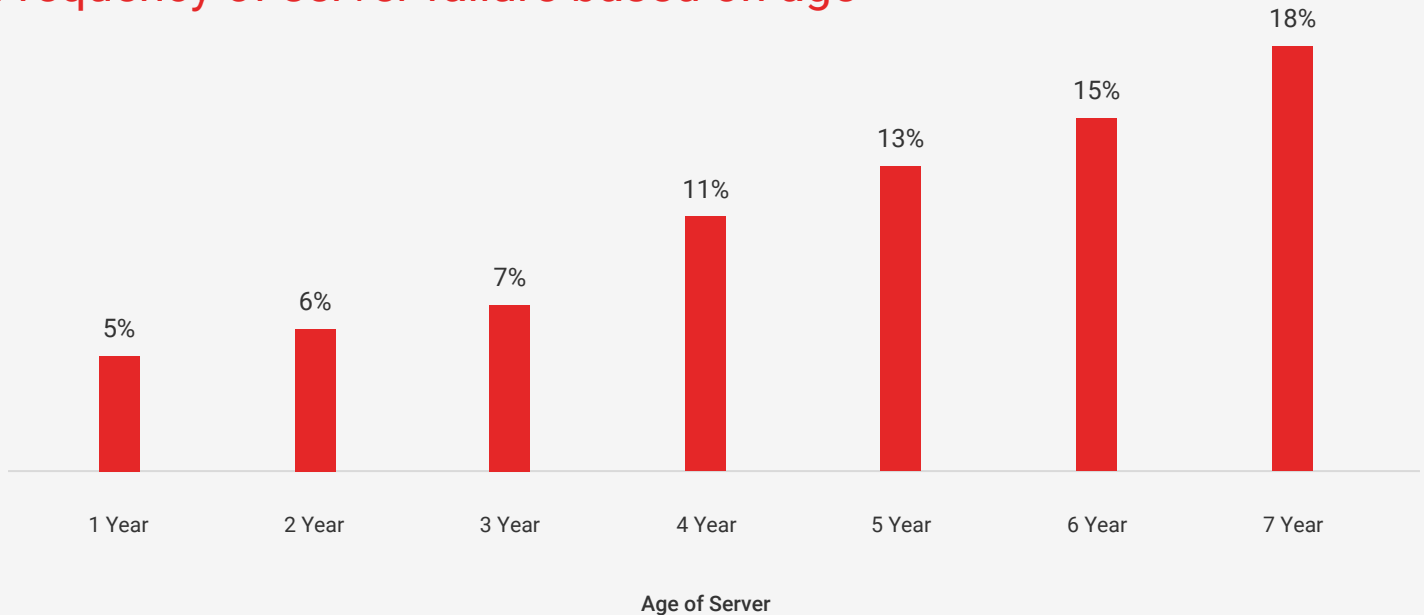
Age of Server

81% The most common form of server hardware failure (81%) by far is hard drive malfunction (*Park Place Technologies*).
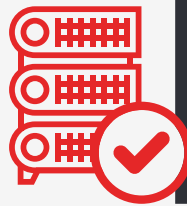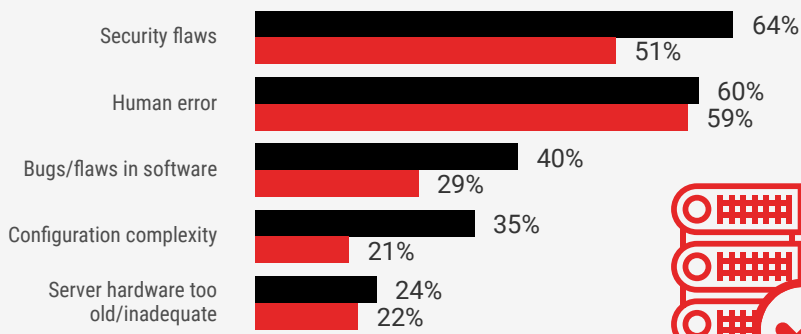
40% of server hardware deployed at company data centers was, on average, over three years old, which is considered far from optimal for performance (*Dell*)

5% ⟶ 11% Servers are shown to have a failure rate of 5% in the first year. This increases to 11% after year four (*Singlesource IT*).
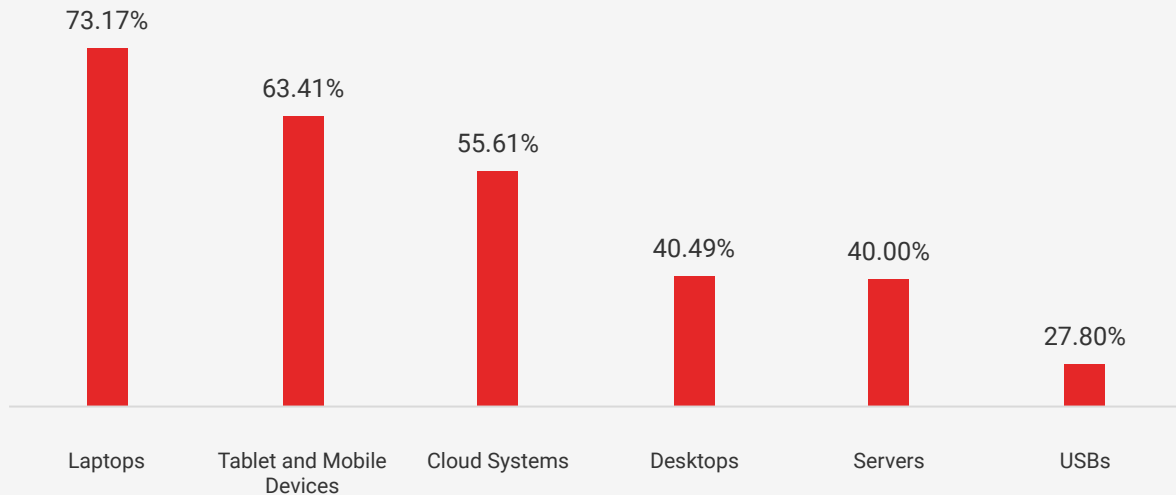
18% ↑ The lifespan of servers is increasing and often exceeds the vendor-recommended three to five years. In 2022, 52% of organizations keep their servers in operations for five years or longer – an 18% increase from 2015 (*Uptime*)

Security flaws	64% / 51%
Human error	60% / 59%
Bugs/flaws in software	40% / 29%
Configuration complexity	35% / 21%
Server hardware too old/inadequate	24% / 22%

HUMAN ERROR IS THE LEADING ISSUE AFFECTING **SERVER RELIABILITY AND DOWNTIME (60%)**, WITH **SECURITY (64%)** IDENTIFIED AS THE **BIGGEST CAUSE** (*STATISTA*).

Rank your most vulnerable endpoints

Laptops	Tablet and Mobile Devices	Cloud Systems	Desktops	Servers	USBs
73.17%	63.41%	55.61%	40.49%	40.00%	27.80%

40% of IT professionals identified **servers** as one of their **most vulnerable endpoints** (*IFP*).

A single hour of cloud downtime can, on average, cost organizations **over $100,000 annually** (*Accenture*).

40% of organizations lost between **$1-$5 million** in one-hour downtime (*Accenture*).

Maintaining **shorter, consistent refresh cycles helps lower infrastructure-related costs**, including maintenance, power and facilities, by up to **61%** (*Dell EMC*).

**181%** How much more **staff time** a **server in year six requires to manage** as compared to year one. Three-year server refresh cycles can reduce the time and money spent **by as much as 59%** (*Dell EMC*).

$123,000+ in **additional annual revenue per server** could be realized by organizations **taking advantage of new servers** and their higher performance, improved agility and greater scalability (*Dell EMC*).

MARKET TRENDS & INVESTMENT AREAS FOR **SERVER** COMPANIES
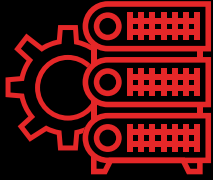
THE **SERVER AUTOMATION MARKET** IS EXPECTED TO GROW FROM **$3.16 BILLION** IN 2021 TO **$7.53 BILLION** BY 2027, AN ESTIMATED CAGR OF **18.97%** FROM 2021 TO 2027 (*GLOBAL BANKING & FINANCE*).

IN 2020, **GLOBAL SERVER MARKET REVENUES** REACHED **OVER $91 BILLION**, WITH **1.25 MILLION** SERVER SHIPMENTS WORLDWIDE (*STATISTA*).

IN Q4 OF 2018, **SERVER SHIPMENTS** WORLDWIDE **INCREASED 5% YEAR OVER YEAR**, WITH **VENDOR REVENUE INCREASING 12.6% ($23.6 MILLION)** IN THE SAME PERIOD (*JP MORGAN*).

IN 2019, THE **WINDOWS OPERATING SYSTEM** WAS USED ON **72.1% OF SERVERS WORLDWIDE**, WHILE THE LINUX OPERATING SYSTEM ACCOUNTED FOR 13.6%. BOTH COMPANIES EXPERIENCED AN INCREASE TO THEIR OVERALL MARKETING SHARE FROM THE PREVIOUS YEAR (*STATISTA*).

AS OF **SEPTEMBER 2022, GOOGLE DRIVE** LEAD THE **FILE SHARING SOFTWARE MARKET** WITH A SHARE OF **28.1%**. DROPBOX FOLLOW CLOSELY WITH A SHARE OF 27.6% (*STATISTA*).

KEY **STORAGE** PAIN POINTS AND SOLUTIONS FOR IT PROFESSIONALS

GENERAL

THE AMOUNT OF INFORMATION HELD BY ENTERPRISES IS SET TO **DOUBLE** FROM 2020 TO 2022, FROM JUST **OVER ONE PETABYTE TO 2.02 PETABYTES** (*STATISTA*).

47% GROWTH IN **DATA HANDLING** IS ONE OF THE BIGGEST STORAGE CHALLENGES AMONG BUSINESSES (*STATISTA*).

TODAY, **DATA CENTERS** ACCOUNT FOR **2-3%** OF THE **GLOBAL ANNUAL ENERGY CONSUMPTION**, AND HAVE A CARBON FOOTPRINT EQUAL TO THAT OF THE AVIATION INDUSTRY (*HUAWEI*).

8 MILLION+

THE NUMBER OF DATA CENTERS IN OPERATION AROUND THE WORLD INCREASED FROM 500,000 IN 2012 TO OVER EIGHT MILLION IN 2021, CONSUMING AN AVERAGE OF 200 TERAWATT HOURS OF ELECTRICITY PER YEAR (*HUAWEI*)

10% OR SO OF THE WORLD'S **TOTAL ENERGY CONSUMPTION** BY **2030** COULD BE ATTRIBUTED TO **DATA CENTERS** (*IDC*).

80% OR THEREABOUTS OF **ORGANIZATIONAL DATA** IS '**UNSTRUCTURED**' (*FORBES*).

CLOUD STORAGE

90% APPROXIMATELY, OF ALL USERS WHO EXPERIENCED A **CLOUD STORAGE SECURITY ISSUE** IN 2021, HAD PROBLEMS WITH A **PERMISSIVE STORAGE POLICY** (*STATISTA*).

ORGANIZATIONS SEEM TO PLACE A HIGH DEGREE OF TRUST IN **CLOUD COMPUTING** ON THE WHOLE, WITH

48%

OF BUSINESSES CHOOSING TO STORE THEIR **CLASSIFIED AND MOST IMPORTANT DATA** ON THE CLOUD; THIS INCLUDES BOTH **ENCRYPTED** AND **"REGULAR" DATA** (PANDA SECURITY)

FLASH STORAGE

70% OR SO OF **POWER COSTS** COULD IMMEDIATELY BE SAVED BY BUSINESSES **SWITCHING TO FLASH STORAGE** FOR THEIR DATA CENTERS. (*HUAWEI*)

SOME **FLASH STORAGE SOLUTIONS** CAN REDUCE AN ORGANIZATIONS **STORAGE FOOTPRINT** BY

48%

ALLOWING FOR FURTHER **REDUCTIONS** IN POWER AND COOLING COSTS (*COMPORT*)

SSD STORAGE

ONE STUDY BY BACKBLAZE FOUND THAT THEIR SSD STORAGE SYSTEMS HAD AN ANNUAL FAILURE RATE OF

0.58%

COMPARED TO A 10.56% FAILURE RATE IN TRADITIONAL HARD DISK DRIVES (*BACKBLAZE*)

MARKET TRENDS & INVESTMENT AREAS FOR **STORAGE** COMPANIES

GENERAL

- In the coming years, more than **50%** of **enterprise storage capacity** is expected to be delivered by consumption-based storage offerings (_Hitachi Vantara_).

- The **global data warehousing market** is projected to reach **$51.18 billion** by 2028 (_Allied Market Research_).

- The **data classification market** was valued at **$784 million** in 2020 and is projected to reach **$4,544.30 million** by 2028, growing at a CAGR of **24.3%** from 2021 to 2028 (_Verified Market Research_).

- The **next-generation storage market** is expected to grow at a CAGR of **11.7%** from 2020 to 2027 (_Mordor Intelligence_)

GLOBAL DATA CLASSIFICATION MARKET: 2021-2028

$786.74 MILLION

$4,544.30 MILLION

CAGR 24.3%

2020　　　2028
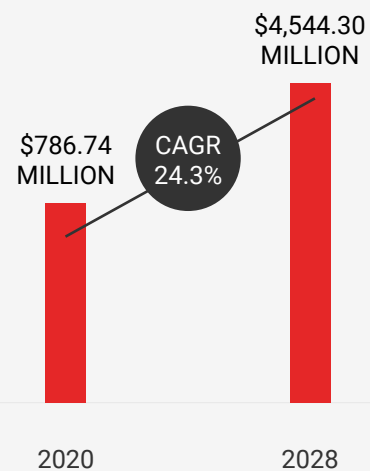
CLOUD STORAGE

- **60%** of the world's **corporate data** is stored in **the cloud** (Thales).

- **Amazon S3** dominates among **enterprise cloud storage vendors** – it currently owns **44%** of the market, with its closest competitor – Pure Storage – owning just 11% (Exploding Topics).

**AMAZON S3 OWNS 44% OF THE ENTERPRISE CLOUD STORAGE MARKET**

44%
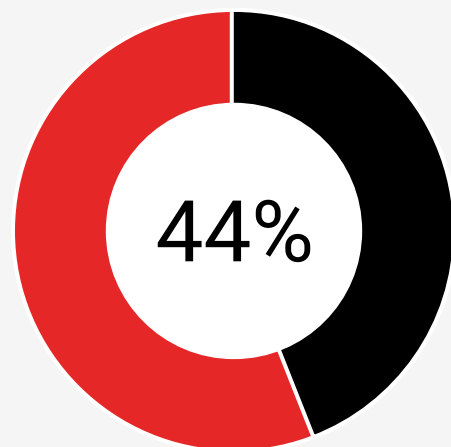
FLASH STORAGE

- Meanwhile, **flash storage systems** generated **$2.7 billion** in revenue during the first quarter of 2021 – **40%** of the **enterprise storage market** (_IDC_).

- When factoring hybrid flash arrays, **flash or partial flash** take up almost **80%** of all **enterprise storage system** sales (_IDC_).

- Organizations that switch to **flash storage** for their data centers save as much as **70%** on their **power costs** (_Huawei_).

SSD STORAGE

- The **global SSD storage market** is predicted to reach **$175 billion** by 2030 – a CAGR of **17.6%** from 2021 (_Straits Research_).

- Estimates suggest that shipments of **HDDs** will decline, falling to **395 million units** shipped in 2017. SSD shipments are expected to increase to **190 million shipped units** that same year (_Statista_).

- In comparison, global unit shipments of **hard disk drives** fell to **258.9 million** in 2021 – a two percent fall from the previous year. This has changed significantly in the last decade, with as many as **650 million** being shipped in 2010 (_Statista_).

Shipments in millions ● HDD ● SSD
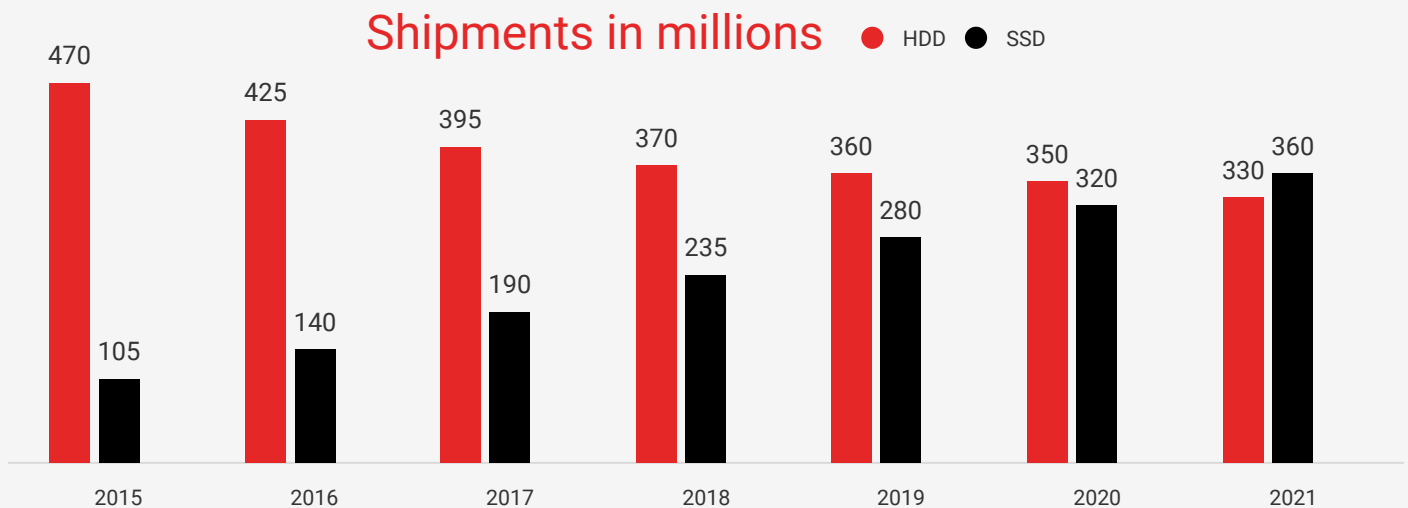
Unit shipments in million units
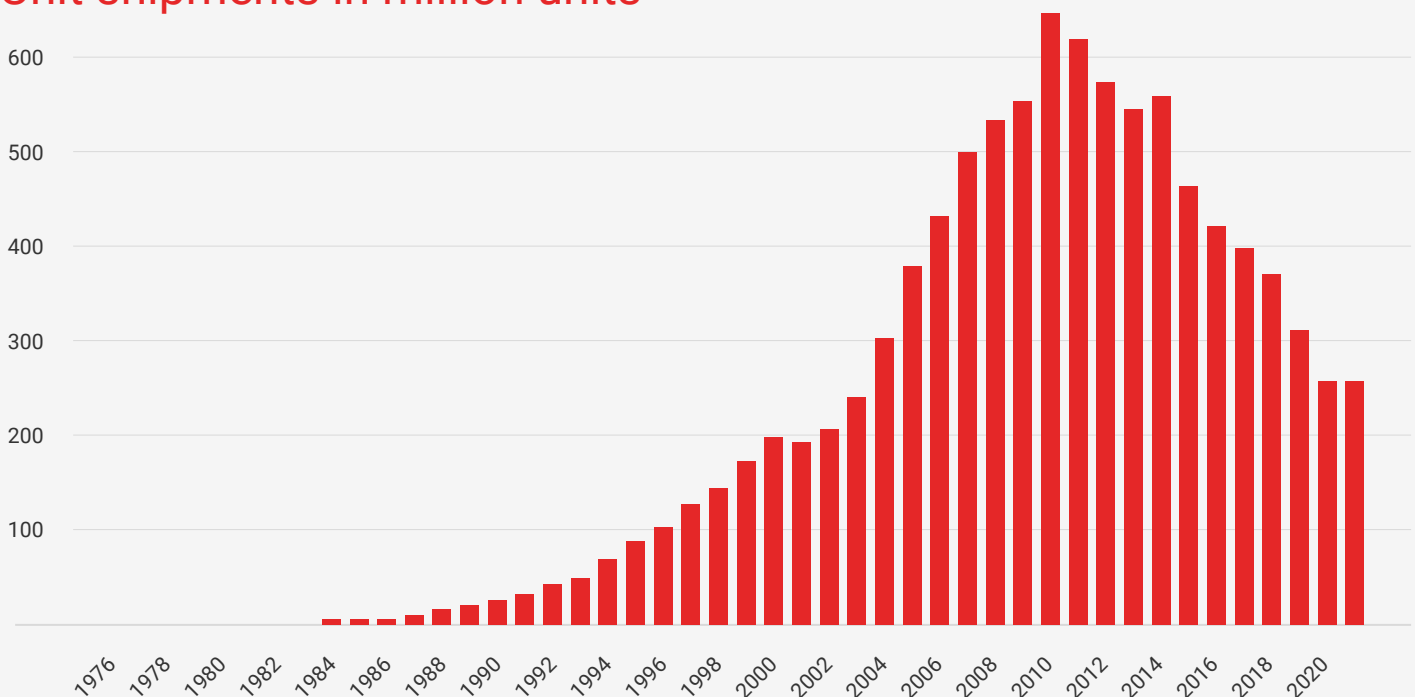
IDENTIFYING DEMAND FOR **SERVER** SOLUTIONS

Right now your target audience are leaving digital footprints everywhere as they move around the web reflecting their interests, challenges and their intent to purchase a particular product. Using intent data we can identify criteria such as company size and industries. Then, drilling deeper into intent topics and specific account data, a Target Account List (TAL) can be built at a country level.

Knowing where the demand for Server and Storage solutions is at its highest enables a data driven targeting approach to be implemented, ensuring maximum efficiency of your marketing spend by focussing efforts where demand is ready to be captured. Combining insights from a range of third party data sources with our own first party data we can provide your Sales and Marketing teams with a clear view of your audience's buying motives, topic searches, intent velocity and other buyer intelligence.
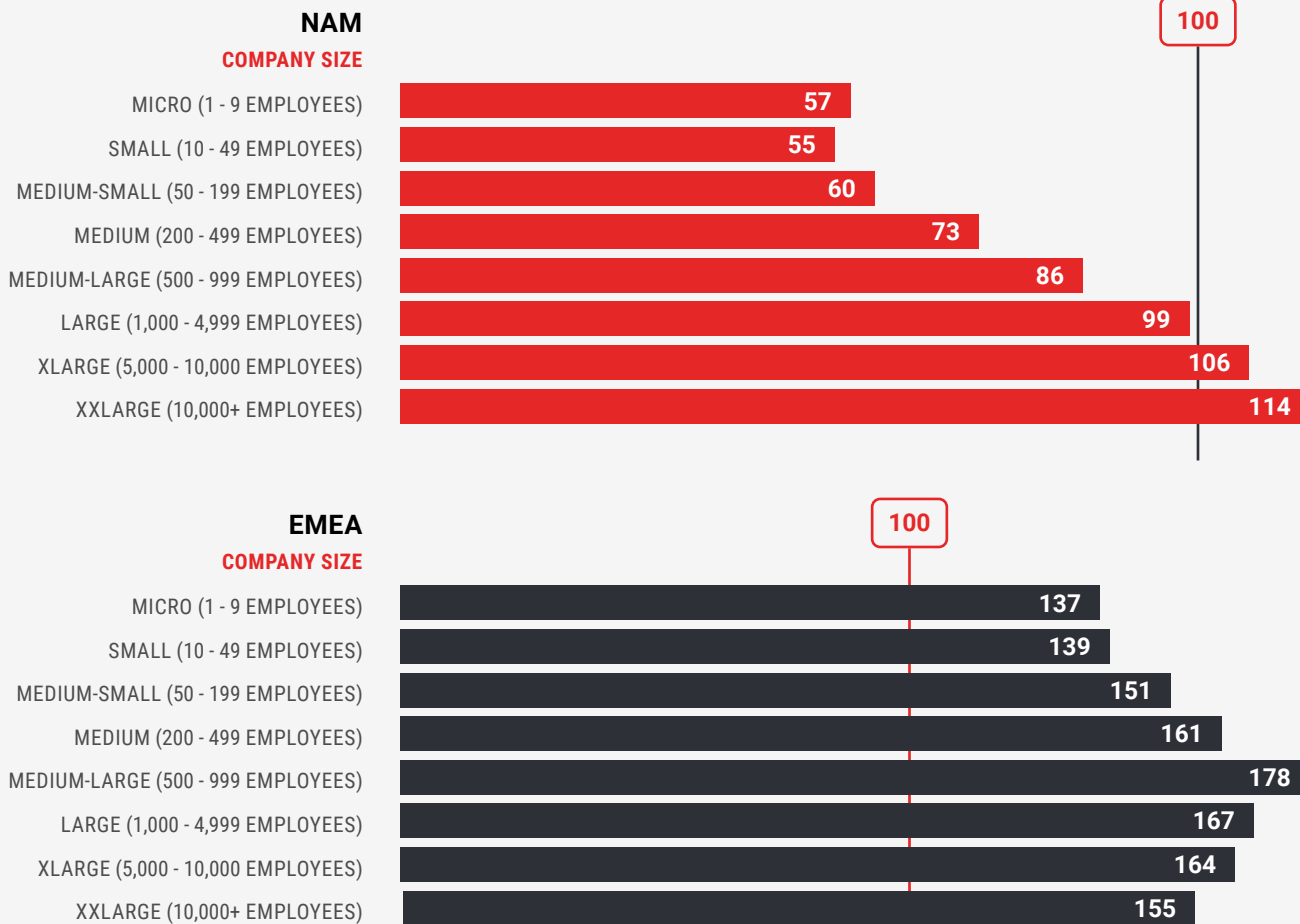
This rich and robust source of data and insight can transform how your Sales and Marketing teams approach the market and better prioritize where to direct time and resources.

GET IN TOUCH WITH INBOX INSIGHT TO HAVE A CUSTOM TAL CREATED FOR YOU.

[Contact Us]

SERVERS

COMPANY SIZE: NAM VS EMEA

NAM
COMPANY SIZE

Company Size	Value
MICRO (1 - 9 EMPLOYEES)	57
SMALL (10 - 49 EMPLOYEES)	55
MEDIUM-SMALL (50 - 199 EMPLOYEES)	60
MEDIUM (200 - 499 EMPLOYEES)	73
MEDIUM-LARGE (500 - 999 EMPLOYEES)	86
LARGE (1,000 - 4,999 EMPLOYEES)	99
XLARGE (5,000 - 10,000 EMPLOYEES)	106
XXLARGE (10,000+ EMPLOYEES)	114

(baseline 100)

EMEA
COMPANY SIZE

Company Size	Value
MICRO (1 - 9 EMPLOYEES)	137
SMALL (10 - 49 EMPLOYEES)	139
MEDIUM-SMALL (50 - 199 EMPLOYEES)	151
MEDIUM (200 - 499 EMPLOYEES)	161
MEDIUM-LARGE (500 - 999 EMPLOYEES)	178
LARGE (1,000 - 4,999 EMPLOYEES)	167
XLARGE (5,000 - 10,000 EMPLOYEES)	164
XXLARGE (10,000+ EMPLOYEES)	155

(baseline 100)

SERVERS

TOP INDUSTRY INTEREST: NAM

NAM

	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	East Tennessee State University	etsu.edu	Large (1,000 - 4,999 Employees)	Education	21	70
2	Science Applications International	saic.com	XXLarge (10,000+ Employees)	Software	21	68
3	Utah Interactive, LLC	utah.gov	Small (10 - 49 Employees)	Government	21	69
4	Datacamp, Inc.	datacamp.com	Medium (200 - 499 Employees)	Software	21	68
5	United States Postal Service	usps.gov	XXLarge (10,000+ Employees)	Government	21	69
6	Oracle Corporation	oracle.com	XXLarge (10,000+ Employees)	Software	21	70
7	CHRISTUS Health, Inc.	christushealth.org	XXLarge (10,000+ Employees)	Healthcare	21	69
8	Northwestern Memorial Hospital	nmh.org	XLarge (5,000 - 10,000 Employees)	Healthcare	21	69
9	CenturyLink, Inc.	centurylink.com	XXLarge (10,000+ Employees)	Telecommunications	21	70
10	State of Wisconsin	wisconsin.gov	XXLarge (10,000+ Employees)	Government	21	69
11	Clark Material Handling Company, Inc.	clarkmhc.com	Medium (200 - 499 Employees)	Manufacturing	21	69
12	General Motors Company	gm.com	XXLarge (10,000+ Employees)	Manufacturing	21	67
13	University of Georgia	uga.edu	XLarge (5,000 - 10,000 Employees)	Education	21	70
14	Dynamic Systems Integration, Inc	dynamicsystems.com	Small (10 - 49 Employees)	Software	21	70
15	3M Company	3m.com	XXLarge (10,000+ Employees)	Manufacturing	21	70
16	Yale University	yale.edu	Large (1,000 - 4,999 Employees)	Education	21	69
17	Expedia Group, Inc.	expedia.com	XXLarge (10,000+ Employees)	Hospitality & Hotels	21	70
18	Micron Technology, Inc.	micron.com	XXLarge (10,000+ Employees)	Manufacturing	21	67
19	U.S. Department of Agriculture	usda.gov	XXLarge (10,000+ Employees)	Government	21	67
20	Deutsche Bank Aktiengesellschaft	db.com	XXLarge (10,000+ Employees)	Finance	21	68
21	Ferguson Enterprises, Inc.	ferguson.com	XXLarge (10,000+ Employees)	Wholesalers	21	68
22	Job Corps	jobcorps.gov	XXLarge (10,000+ Employees)	Government	21	68
23	Aetna, Inc.	aetna.com	XXLarge (10,000+ Employees)	Insurance	21	66
24	IWG, PLC	regus.com	XLarge (5,000 - 10,000 Employees)	Business Services	21	69
25	Insight Enterprises, Inc.	insight.com	XLarge (5,000 - 10,000 Employees)	Wholesalers	21	66
26	Oregon Health & Science University	ohsu.edu	XLarge (5,000 - 10,000 Employees)	Education	21	69
27	Visa, Inc.	visa.com	XXLarge (10,000+ Employees)	Finance	21	69
28	Pace University — New York	pace.edu	Large (1,000 - 4,999 Employees)	Education	20	69
29	Indian Health Service	ihs.gov	XXLarge (10,000+ Employees)	Healthcare	20	69
30	Netflix, Inc.	netflix.com	Large (1,000 - 4,999 Employees)	Manufacturing	20	67

NAM

INDUSTRY

Industry	Score
MILITARY	123
SOFTWARE	93
GAMING	92
EDUCATION	92
GOVERNMENT	90

(baseline: 100)

SERVERS

TOP INDUSTRY INTEREST: EMEA

EMEA

	Comany Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	1&1 Internet, Ltd.	1and1.co.uk	XLarge (5,000 - 10,000 Employees)	Software	21	69
2	Redcentric, PLC	redcentricplc.com	Medium (200 - 499 Employees)	Software	21	69
3	Factavia, LLC	dowjones.com	XLarge (5,000 - 10,000 Employees)	Software	21	71
4	Style Holidays Limited	thomascook.com	XXLarge (10,000+ Employees)	Transportation & Travel	20	70
5	CentralNic, Ltd.	uk.com	Medium-Small (50 - 199 Employees)	Software	20	68
6	Energie Baden-Wurttemberg	enbw.com	XXLarge (10,000+ Employees)	Energy, Utilities and	20	70
7	ADS Group, Ltd.	adsgroup.org.uk	Medium-Small (50 - 199 Employees)	Non-Profit	20	70
8	RID Group	rid-group.com	Medium-Large (500 - 999 Employees)	Real Estate	20	67
9	UBS Group AG	ubs.com	XXLarge (10,000+ Employees)	Finance	20	69
10	Oxford Photovoltaics Limited	oxfordpv.com	Small (10 - 49 Employees)	Manufacturing	20	67
11	Robert Bosch GmbH	bosch.com	XXLarge (10,000+ Employees)	Manufacturing	20	68
12	Federal-Mogul Holdings Corp	federalmogul.com	XXLarge (10,000+ Employees)	Transportation & Travel	20	69
13	KPMG International Cooperative	home.kpmg	XXLarge (10,000+ Employees)	Business Services	20	70
14	Airbus SE	airbus.com	XXLarge (10,000+ Employees)	Transportation & Travel	20	69
15	Aspire Technology Solutions, Inc.	aspiredenver.com	XXLarge (10,000+ Employees)	Finance	20	70
16	Datacamp Limited	datacamp.com	Small (10 - 49 Employees)	Software	20	70
17	Alabanza, LLC	alabanza.com	Small (10 - 49 Employees)	Software	20	68
18	Broadcom, Inc.	broadcom.com	XXLarge (10,000+ Employees)	Manufacturing	20	70
19	Essensys, PLC	essensys.co.uk	Medium-Small (50 - 199 Employees)	Software	20	68
20	EnReach Technology, Inc.	enreach.com	Medium-Large (500 - 999 Employees)	Software	20	68
21	Cardiff Business School	cardiff.ac.uk	XLarge (5,000 - 10,000 Employees)	Education	20	68
22	Fastspeed A/S	fastspeed.dk	Small (10 - 49 Employees)	Media & Internet	20	68
23	SATA	sata.pt	Large (1,000 - 4,999 Employees)	Transportation & Travel	20	67
24	University Partnership Programme	upp-ltd.com	Medium (200 - 499 Employees)	Real Estate	20	70
25	Virtual1, Ltd.	virtual1.com	Medium-Small (50 - 199 Employees)	Telecommunications	20	67
26	Yum! Brands, Inc.	yum.com	XXLarge (10,000+ Employees)	Hospitality & Hotels	20	69
27	LifeLabs, Inc.	lifelabs.com	XLarge (5,000 - 10,000 Employees)	Healthcare	20	69
28	NHS National Services Scotland	nhsnss.org	Large (1,000 - 4,999 Employees)	Healthcare	20	70
29	Mayer Brown, LLP	mayerbrown.com	Large (1,000 - 4,999 Employees)	Legal	20	68
30	Colchester Institute	colchester.ac.uk	Medium-Large (500 - 999 Employees)	Education	20	67

EMEA

100

INDUSTRY

MILITARY	229
SOFTWARE	207
GAMING	191
GOVERNMENT	187
EDUCATION	170

IDENTIFYING DEMAND FOR **STORAGE** SOLUTIONS

STORAGE

COMPANY SIZE: NAM VS EMEA

NAM

COMPANY SIZE

MICRO (1 - 9 EMPLOYEES)	77
SMALL (10 - 49 EMPLOYEES)	73
MEDIUM-SMALL (50 - 199 EMPLOYEES)	78
MEDIUM (200 - 499 EMPLOYEES)	94
MEDIUM-LARGE (500 - 999 EMPLOYEES)	107
LARGE (1,000 - 4,999 EMPLOYEES)	110
XLARGE (5,000 - 10,000 EMPLOYEES)	107
XXLARGE (10,000+ EMPLOYEES)	99

100

EMEA

COMPANY SIZE

MICRO (1 - 9 EMPLOYEES)	107
SMALL (10 - 49 EMPLOYEES)	105
MEDIUM-SMALL (50 - 199 EMPLOYEES)	102
MEDIUM (200 - 499 EMPLOYEES)	105
MEDIUM-LARGE (500 - 999 EMPLOYEES)	109
LARGE (1,000 - 4,999 EMPLOYEES)	109
XLARGE (5,000 - 10,000 EMPLOYEES)	112
XXLARGE (10,000+ EMPLOYEES)	112

100

STORAGE

TOP INDUSTRY INTEREST: NAM

NAM

	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	NTRACTS, Inc.	ntracts.com	Medium-Small (50 - 199 Employees)	Legal	21	66
2	Coach, Inc.	coach.com	XXLarge (10,000+ Employees)	Retail	21	67
3	Wisconsin DHFS	wi.gov	Medium (200 - 499 Employees)	Government	21	67
4	S&P Global	spglobal.com	XXLarge (10,000+ Employees)	Finance	21	66
5	Affordablegameservers.com	affordablegameserv-	Micro (1 - 9 Employees)	Software	21	66
6	Zebra Technologies Corporation	zebra.com	XLarge (5,000 - 10,000 Employees)	Manufacturing	21	67
7	Alliance COmmunications Center	alliancecommunica-	Small (10 - 49 Employees)	Telecommunications	21	68
8	Comelec	comelecservices.com	Small (10 - 49 Employees)	Retail	21	68
9	QTS Realty Trust, Inc.	qtsdatacenters.com	Medium-Large (500 - 999 Employees)	Finance	21	68
10	Crestron Electronics, Inc.	crestron.com	Large (1,000 - 4,999 Employees)	Manufacturing	21	69
11	Corporation Service Company, Inc.	cscglobal.com	Large (1,000 - 4,999 Employees)	Media & Internet	21	67
12	Scottrade, Inc.	scottrade.com	Large (1,000 - 4,999 Employees)	Finance	21	68
13	L Brands, Inc.	lb.com	XXLarge (10,000+ Employees)	Retail	21	68
14	Cyber Assets FZCO	cyberassets.ae	Micro (1 - 9 Employees)	Telecommunications	21	69
15	Atlanta Board of Education	atlanta.k12.ga.us	Small (10 - 49 Employees)	Education	21	69
16	Group Health Cooperative	ghc.org	XLarge (5,000 - 10,000 Employees)	Healthcare	21	68
17	North Mississippi Health Services, Inc.	nmhs.net	Medium-Large (500 - 999 Employees)	Healthcare	21	70
18	General Parts	carquest.com	XXLarge (10,000+ Employees)	Manufacturing	21	68
19	Mobilitie, LLC	mobilitie.com	Medium-Large (500 - 999 Employees)	Construction	21	67
20	Sears Holding Corporation	searsholdings.com	XXLarge (10,000+ Employees)	Retail	21	68
21	Netscout Systems, Inc.	netscout.com	Large (1,000 - 4,999 Employees)	Software	21	67
22	AppNexus, Inc.	appnexus.com	Large (1,000 - 4,999 Employees)	Software	21	70
23	Bank of America Corporation	baml.com	XXLarge (10,000+ Employees)	Finance	21	66
24	Scott & White Hospital - Brenham	sw.org	Medium (200 - 499 Employees)	Healthcare	21	68
25	Collin County COmmunity College District	collin.edu	Large (1,000 - 4,999 Employees)	Education	21	69
26	KapStone Paper & Packaging Corporation	rocktenn.com	XXLarge (10,000+ Employees)	Manufacturing	21	68
27	Visteon Corporation	visteon.com	XLarge (5,000 - 10,000 Employees)	Manufacturing	21	69
28	WIN Technology	wintechnology.com	Medium-Small (50 - 199 Employees)	Software	21	67
29	Twin City Metalfab, Inc.	tcmetalfab.com	Small (10 - 49 Employees)	Manufacturing	21	68
30	Kate Spade, LLC	katespade.com	XLarge (5,000 - 10,000 Employees)	Wholesalers	21	68

NAM

INDUSTRY	
	100
TELECOMMUNICATIONS	112
GAMING	107
MILITARY	104
SOFTWARE	103
GOVERNMENT	98

STORAGE

TOP INDUSTRY INTEREST: EMEA

EMEA

	Comany Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	Novartis AG	novartis.com	XXLarge (10,000+ Employees)	Healthcare	21	69
2	Northern Powergrid (Northeast), Ltd.	norhernpowergrid.com	Large (1,000 - 4,999 Employees)	Business Services	21	69
3	Broadcom, Ltd.	broadcom.com	XXLarge (10,000+ Employees)	Manufacturing	21	69
4	BNP Paribas	bnpparibas.com	XXLarge (10,000+ Employees)	Finance	21	70
5	Robert Bosch GmbH	bosch.com	XXLarge (10,000+ Employees)	Manufacturing	21	67
6	Federal-Mogul Holdings Corp	federalmogul.com	XXLarge (10,000+ Employees)	Transportation & Travel	21	69
7	Russmedia GmbH	russmeida.com	Large (1,000 - 4,999 Employees)	Media & Internet	21	70
8	Alabanza, LLC	alabanza.com	Small (10 - 49 Employees)	Software	21	68
9	IWG, PLC	regus.com	XLarge (5,000 - 10,000 Employees)	Business Services	21	68
10	Buechele VPS, UG	buechele-networks.de	Micro (1 - 9 Employees)	Software	21	70
11	Deutsche Bank Aktiengesellschaft	db.com	XXLarge (10,000+ Employees)	Finance	21	67
12	The University of Manchester	manchester.ac.uk	XXLarge (10,000+ Employees)	Education	21	68
13	Infineon Technologies AG	infineon.com	XXLarge (10,000+ Employees)	Manufacturing	21	69
14	Datacamp Limited	datacamp.co.uk	Small (10 - 49 Employees)	Software	21	68
15	JPMorgan Chase	chase.com	XXLarge (10,000+ Employees)	Finance	21	70
16	Style Holidays Limited	thomascook.com	XXLarge (10,000+ Employees)	Transportation & Travel	21	67
17	CGI, Inc.	cgi.com	XXLarge (10,000+ Employees)	Software	21	68
18	Swatch Group AG	swatchgroup.com	XXLarge (10,000+ Employees)	Retail	21	70
19	Capgemini SE	capgemini.com	XXLarge (10,000+ Employees)	Software	21	68
20	Salesforce	salesforce.com	XXLarge (10,000+ Employees)	Software	20	68
21	Bain & Co	bain.com	XLarge (5,000 - 10,000 Employees)	Business Services	20	70
22	UBS Group AG	ubs.com	XXLarge (10,000+ Employees)	Finance	20	69
23	Boston Scientific Iberica, S.A.	bsci.com	Medium-Small (50 - 199 Employees)	Retail	20	68
24	Sentia B.V.	sentia.com	Medium (200 - 499 Employees)	Software	20	68
25	Atos SE	atos.net	XXLarge (10,000+ Employees)	Software	20	68
26	EMC Corporation	emc.com	XXLarge (10,000+ Employees)	Software	20	71
27	M.E.N.S. srl	mens.it	Small (10 - 49 Employees)	Software	20	68
28	Knowsley SK, Ltd.	knowsleysk.com	Medium-Small (50 - 199 Employees)	Resource Extraction	20	66
29	Stockhoms läns landsting	sil.se	XXLarge (10,000+ Employees)	Government	20	70
30	Seagate Technology, PLC	seagate.com	XXLarge (10,000+ Employees)	Manufacturing	20	67

EMEA

INDUSTRY

MILITARY	164
SOFTWARE	130
GAMING	122
GOVERNMENT	121
TELECOMMUNICATIONS	120

(Reference line at 100)

ON-PREMISE VS OFF-PREMISE

Splitting out the two types of Servers and Storage to On-Premise and Off-Premise, we can start to see where businesses are currently researching.

SERVERS

ON-PREMISE VS OFF-PREMISE: NAM
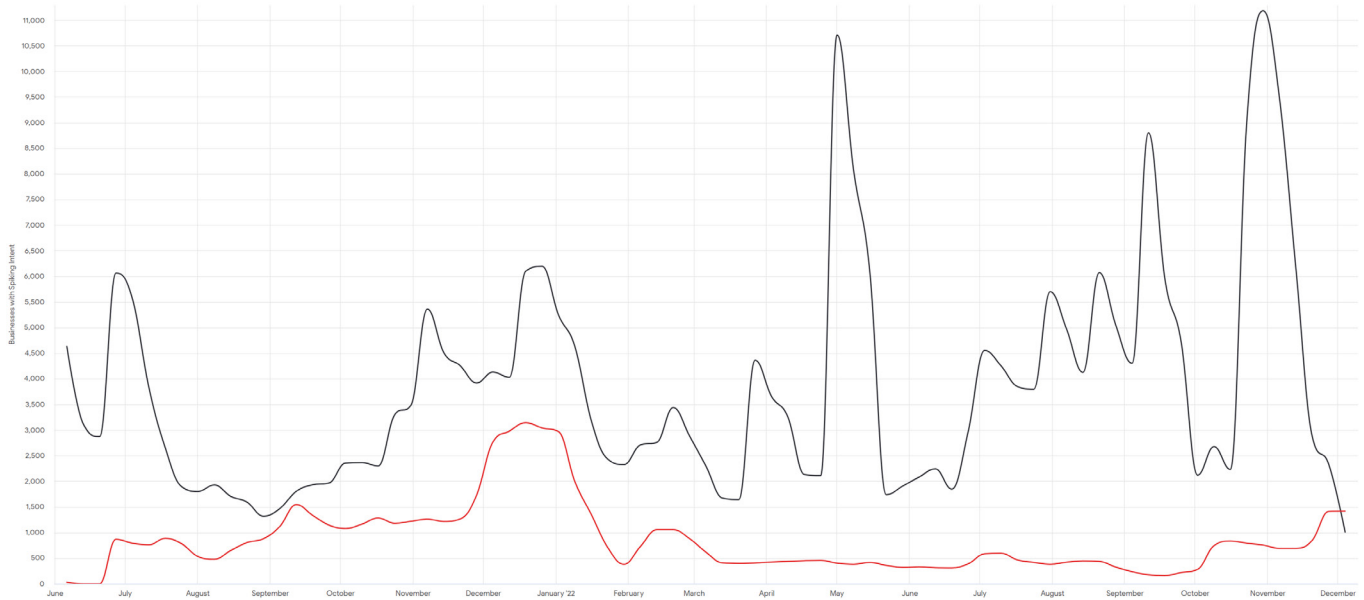
● Off-Premise   ● On-Premise

ON-PREMISE VS OFF-PREMISE: EMEA

● Off-Premise   ● On-Premise
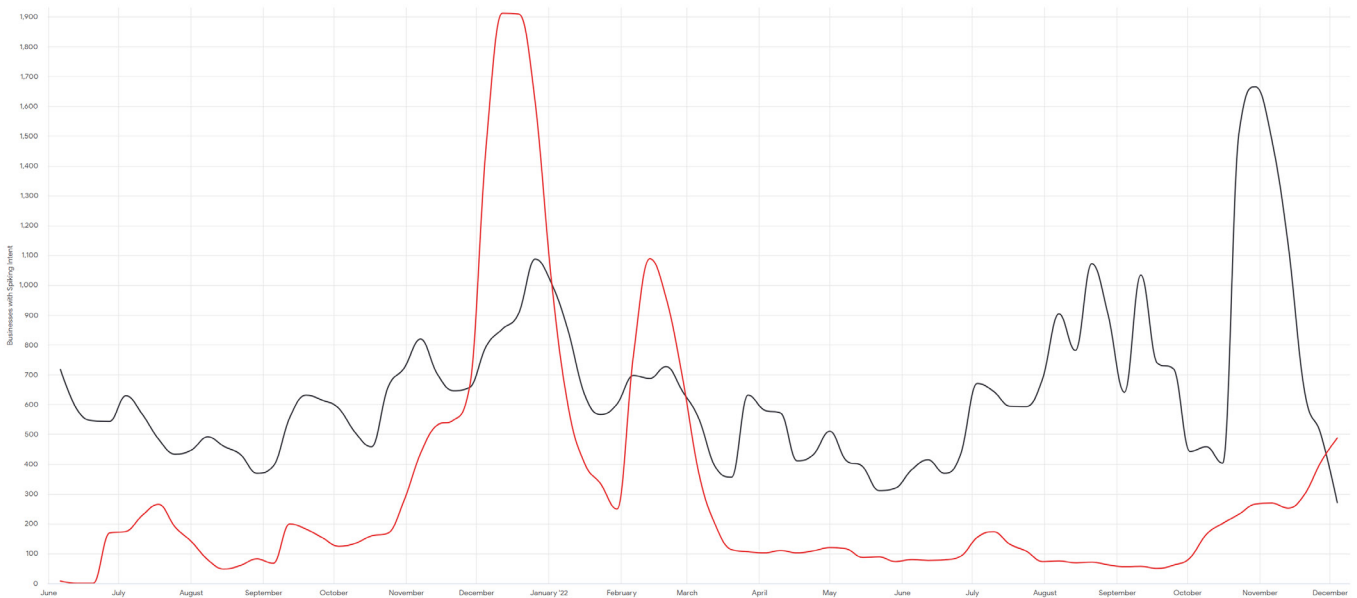
TOTAL BUSINESSES WITH SPIKING INTENT IN THE LAST 18 MONTHS:

NAM		RESEARCH PEAK		EMEA		RESEARCH PEAK	
On-Premise	**66,401**	On-Premise	**11,180**	On-Premise	**12,097**	On-Premise	**1,665**
Off-Premise	**18,306**	30th October 2022		Off-Premise	**6,346**	30th October 2022	
		Off-Premise	**3,143**			Off-Premise	**1,912**
		19th December 2021				12th December 2022	

STORAGE

ON-PREMISE VS OFF-PREMISE: NAM
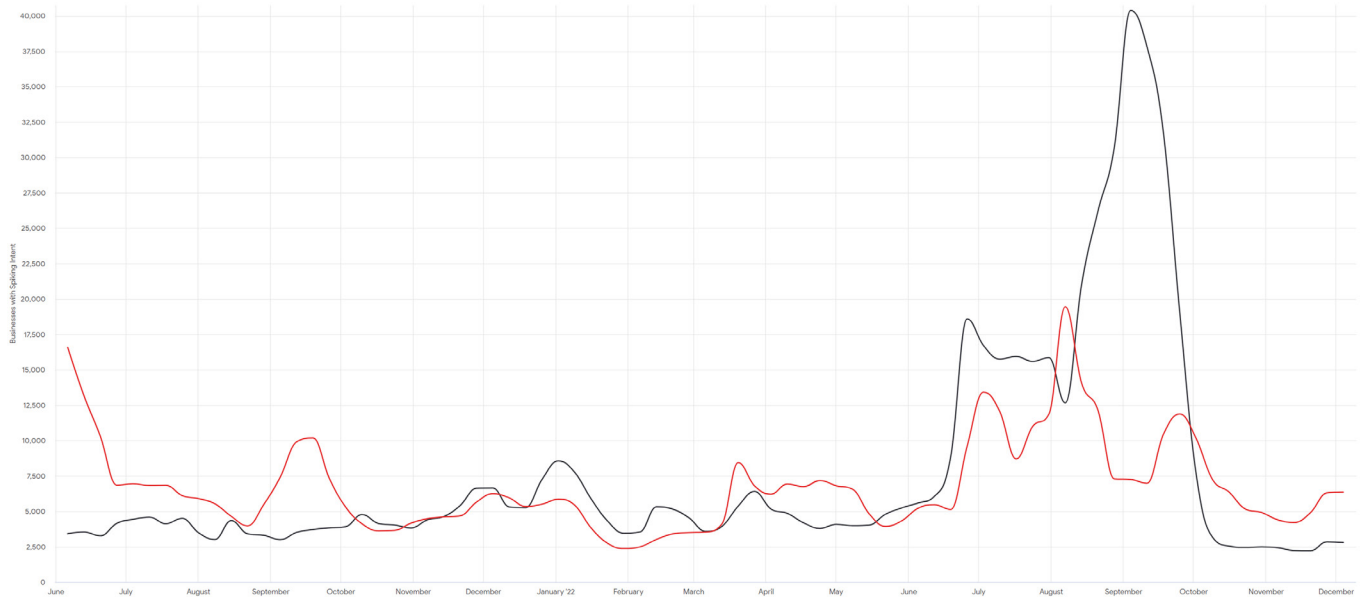
● Off-Premise ● On-Premise

ON-PREMISE VS OFF-PREMISE: EMEA

● Off-Premise ● On-Premise
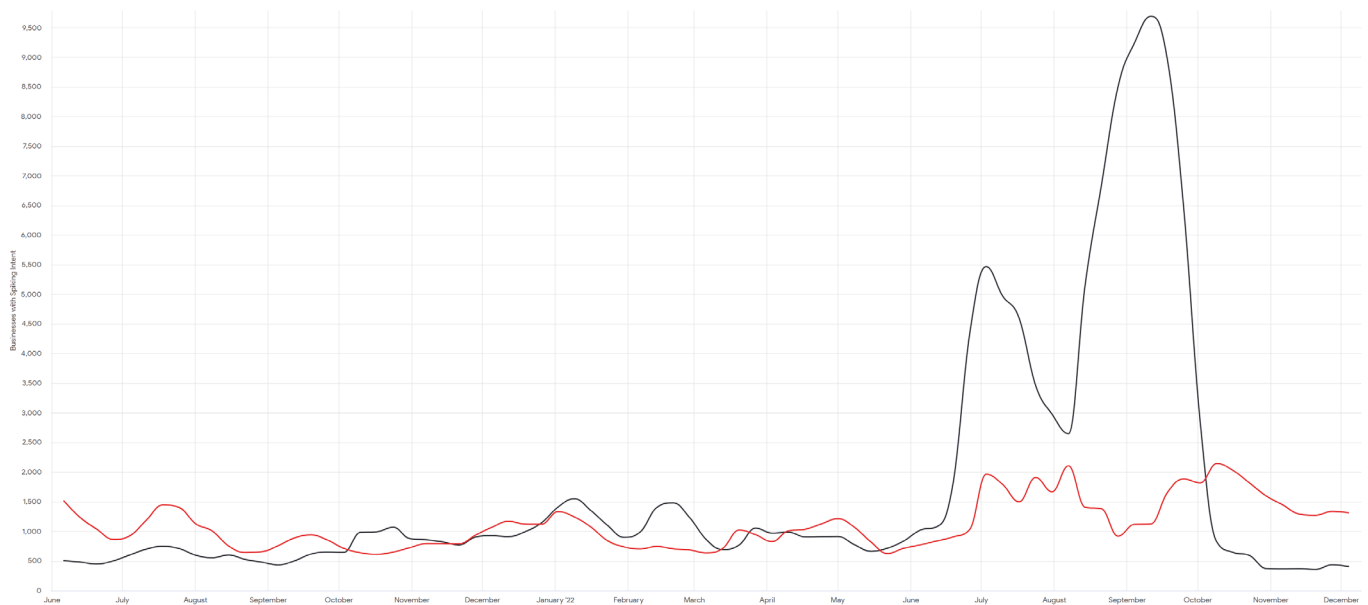
TOTAL BUSINESSES WITH SPIKING INTENT IN THE LAST 18 MONTHS:

NAM		RESEARCH PEAK	
On-Premise	**147,420**	On-Premise	**40,388**
Off-Premise	**114,446**	4th September 2022	
		Off-Premise	**19,457**
		7th August 2022	

EMEA		RESEARCH PEAK	
On-Premise	**37,619**	On-Premise	**9,691**
Off-Premise	**21,373**	11th September 2022	
		Off-Premise	**2,142**
		9th October 2022	

Aside from a significant spike in intent in EMEA for off-premise Servers towards the end of 2021, the above data in all regions and across both categories shows businesses are still primarily researching on-premises technologies. Despite the clear benefits in scale, costs and for the environment, these results suggest many businesses are still stuck in their ways, struggling to migrate, slow to take up new innovations or are held back by security concerns. To overcome these objections, cloud-based vendors will need to pit their solutions against on-premise equivalents, and craft their content to win the attention of their readers.

CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audiences in Storage and Servers, it can help you prioritise your content focus. And by analysing changes in interest over time you'll also be able to anticipate emerging 'pains' and provide content that addresses these issues.

This way, you'll be in the best possible position to place relevant content and formats in front of in-market buyers at each stage of the buyer journey from the offset – significantly increasing your competitive advantage.

SERVERS
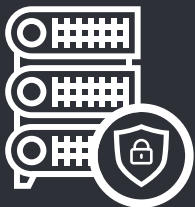
SERVER SECURITY IS SEEING THE LARGEST % CHANGE IN INCREASED SEARCHES WITH

+58%

UPLIFT IN THE PAST 90 DAYS IN NAM AND

+135%

IN EMEA.

STORAGE

CLASSIFICATION IS SEEING THE LARGEST % CHANGE IN INCREASED SEARCHES WITH

+69%

UPLIFT IN THE PAST 90 DAYS IN NAM AND

+318%

IN EMEA.

SERVERS

NAM
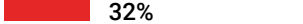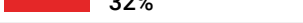
	Topic Field	Percent Change		Businesses with Spiking Intent	
1	Tower Servers		71%		89,151
2	Server Hardware	-2%			82,291
3	Infrastructure Deployment		41%		58,685
4	Server Environments	-18%			42,207
5	Windows Server	-1%			26,662
6	Servers		70%		26,235
7	File Servers	-29%			22,047
8	Bare Metal Server		99%		21,922
9	Server Automation		2%		19,989
10	Exchange Server		70%		18,251
11	Server Security		58%		12,249
12	Server Management	39%			11,074
13	Clustering	-16%			9,061
14	Server Migration		136%		5,854
15	Dedicated Servers		35%		5,052
16	Directory Servers		2%		4,087
17	Cloud Server		46%		3,588
18	Dedicated Hosting		12%		2,786
19	Server Failure	-17%			1,892
20	Communication Server	-29%			1,677
21	Application Server		15%		1,369
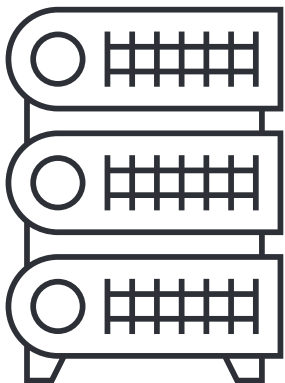
SERVERS

EMEA

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Server Hardware	-6%	22,471
2	Server Environments	-9%	21,246
3	Tower Servers	48%	17,596
4	Infrastructure Deployment	35%	12,843
5	Server Automation	20%	12,221
6	File Servers	22%	10,031
7	Windows Server	17%	9,423
8	Server Security	135%	7,035
9	Server Management	-42%	4,906
10	Exchange Server	100%	4,633
11	Servers	55%	4,438
12	Bare Metal Server	33%	3,229
13	Clustering	-64%	2,298
14	Directory Servers	184%	2,152
15	Server Migration	32%	1,184
16	Cloud Server	93%	1,109
17	Application Server	32%	833
18	Dedicated Servers	49%	641
19	Dedicated Hosting	-2%	502
20	Communication Server	-33%	413
21	Server Failure	3%	293
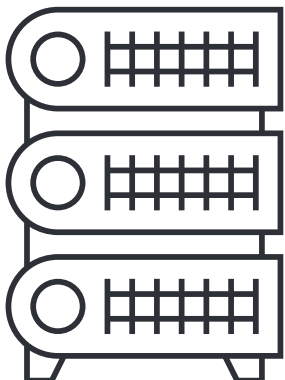
SERVERS

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN NAM ARE:

1.	Tower Servers – **89,151** actively searching businesses	**+71%**
2.	Server Hardware – **82,291** actively searching businesses	**-2%**
3.	Infrastructure Deployment – **58,685** actively searching businesses	**+41%**

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN EMEA ARE:

1.	Server Hardware – **22,471** actively searching businesses	**-6%**
2.	Server Environments – **21,246** actively searching businesses	**-9%**
3.	Tower Servers – **17,596** actively searching businesses	**+48%**

TOP 3 SURGING SERVER CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS:

NAM:

1	SERVER MIGRATION	+136%
2	BARE METAL SERVER	+99%
3	TOWER SERVERS	+71%

EMEA:

1	DIRECTORY SERVERS	+184%
2	SERVER SECURITY	+135%
3	EXCHANGE SERVER	+100%

STORAGE

NAM

	Topic Field	Percent Change		Businesses with Spiking Intent	
1	Storage Capacity		24%		75,887
2	Storage Hardware		15%		72,953
3	SSD Storage	-1%			68,204
4	External Storage	-5%			66,822
5	Storage Solutions		11%		57,295
6	Storage Security	-33%			56,286
7	External Hard Drive	-4%			44,239
8	Cloud Storage	-25%			42,525
9	Classification		69%		40,932
10	Disk Storage		28%		36,563
11	Flash Storage		76%		31,744
12	File Classification		153%		31,657
13	Data Storage		37%		28,075
14	Archiving		24%		27,649
15	Storage Management	-20%			25,055
16	Enterprise Storage Solutions		39%		23,907
17	Storage Software		37%		16,856
18	Random Access Memory (RAM)		17%		16,377
19	Storage Consolidation	-50%			16,140
20	Storage as a Service		1%		11,362
21	Data Warehouse		64%		8,266

STORAGE

EMEA

	Topic Field	Percent Change		Businesses with Spiking Intent
1	Storage Hardware		34%	19,019
2	SSD Storage		8%	14,286
3	External Storage		8%	14,279
4	Storage Capacity		20%	14,100
5	External Hard Drive		36%	11,129
6	Storage Solutions		24%	9,748
7	Cloud Storage		24%	9,420
8	Storage Security	-7%		8,386
9	Disk Storage		20%	7,811
10	Classification		318%	5,906
11	Flash Storage		89%	5,341
12	Random Access Memory (RAM)		43%	4,578
13	Data Storage		58%	4,203
14	Storage Management	-40%		3,699
15	Archiving	-2%		2,857
16	Enterprise Storage Solutions		29%	2,765
17	Storage Consolidation	-19%		2,322
18	Storage Software		52%	2,226
19	File Classification	-1%		2,080
20	Data Warehouse		1%	1,473
21	Storage as a Service		17%	1,022

STORAGE

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN NAM ARE:

1.	Storage Capacity – **75,887** actively searching businesses	**+24%**
2.	Storage Hardware –**72,953** actively searching businesses	**+15%**
3.	SSD Storage – **68,204** actively searching businesses	**-1%**

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN EMEA ARE:

1.	Storage Hardware – **19,019** actively searching businesses	**+34%**
2.	SSD Storage – **14,286** actively searching businesses	**+8%**
3.	External Storage – **14,279** actively searching businesses	**+8%**

TOP 3 SURGING STORAGE CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS:

NAM:

1. FILE CLASSIFICATION **+153%**
2. FLASH STORAGE **+76%**
3. CLASSIFICATION **+69%**

EMEA:

1. CLASSIFICATION **+318%**
2. FLASH STORAGE **+89%**
3. DATA STORAGE **+58%**

CONTENT PERFORMANCE ANALYSIS

Once you know what topics to talk about, it's important to ensure content titles are strong enough to immediately grab the attention of your prospects and encourage strong page views, open rates and click-through rates (CTRs).

Taking a deep dive into the top performing content and email subject lines in the Server and Storage space as identified from our IFP first party data can help give an indication of what's working well at present:

TOP 5 PIECES OF CONTENT BY VIEWS:

1. IaaS vs PaaS vs SaaS: The Key Differences and How to Choose
2. Data Sovereignty vs Data Residency vs Data Localization
3. PaaS vs Serverless Computing: Which One Should You Adopt?
4. On-Premise vs Cloud Database Hosting : Which is Right for you?
5. 3 Reasons to Replace Your Ageing Server

TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. Can You Identify Your Sensitive Data? Here's Why You Need To Protect It
2. 5 Infrastructure Considerations When Future-Proofing Your Business
3. Is All-Flash the Answer to Green Data Storage?
4. Storage Tiering 101: How to Maximize the Value of Your Data
5. 3 Reasons to Replace Your Ageing Server

TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. Wake Up CDOs, It's Time to Transition to Storage Virtualization
2. Storage Tiering 101: How to Maximize the Value of Your Data
3. 4 Reasons Why You Need to Embrace All-Flash Storage
4. What is Persistent Storage (and How Can it Keep your Containers Secure)
5. Is All-Flash the Answer to Green Data Storage?

STRUGGLING WITH CONTENT? GET IN TOUCH WITH OUR SPECIALIST CONTENT AND CREATIVE TEAM.

Contact Us

KEY TAKEAWAYS: HOW TO WIN

Using the above learnings, Server and Storage vendors can form a sound understanding of how to win in this space – here's what the data is telling us:

SERVERS

- **Server security** has experienced a significant increase in intent over the last 3 months, and this is reflected in the top performing content by dwell time, including *'Can you Identify Your Sensitive Data? Here's Why You Need to Protect It'* and *'3 Reasons to Replace Your Ageing Server'*. With over half of organizations running servers past vendor lifetime recommendations and server failure responsible for **80%** of data center breaches, it's no surprise that this area is of critical interest and importance.

- **Bare metal servers** is the number one surging category in NAM in the last 3 months, which correlates with the predicted market growth in this area of **25%** CAGR from 2022 to 2032 (*FactMR*).

- **Server migration** is another area of significant intent, with a **131%** increase in the last 3 months in NAM. This is reflected in high performing content pieces such as *'3 Reasons to Replace Your Ageing Server'* and *'Paas vs Serverless Computing: Which One Should You Adopt?'* as organizations assess new solutions and alternatives.

- There are over 300,000 **exchange servers** actively supporting 7.3 billion mailboxes, and 345 million Office 365 users. These high numbers reflect the growth and interest in this category, which experienced a **122%** intent spike in NAM and **109%** in EMEA.

STORAGE

- **Flash storage** is a popular topic for readers, with content related to this area performing well, including: *'Is All-Flash the Answer to Green Data Storage?'* and *'4 Reasons Why You Need to Embrace All-Flash Storage'*. Given the impact of flash storage on energy consumption and the increasing scrutiny of data centers in this regard, this interest is no surprise.

- Both **classification** and **file classification** are among the top 3 'surging' storage categories in both EMEA and NAM. This aligns with the growth in the data classification market to $4544.3 million by 2028 (a CAGR of **24.3%** from 2020), and reflects both the increasing volume of data available to organizations and the difficulties they face in organizing and storing it for future use.

- Similarly, **classification** is performing well from a content perspective, with *'Can you Identify Your Sensitive Data? Here's Why You Need to Protect It'* reflecting the aim of organizations to understand and organize their data and stay on top of governance and compliance regulations.

- The challenges of managing large amounts of data across multiple devices has seen **storage virtualization** emerge as a popular alternative and an area of growing interest, with *'Wake Up CDOs, It's Time to Transition to Storage Virtualization'* ranking as the top performing subject line in this category.

WHAT'S NEXT?

Now you know exactly what your in-market buyers are interested in and are actively searching, use these key insights backed by first party data to guide your theme and content planning.

Data driven targeting and content recommendations will help steer your marketing efforts in the right direction by understanding and addressing the greatest challenges facing marketers at present.

If you are looking for even more ways to accelerate your sales process to drive maximum conversions, download our **7-Step Guide to Sales Acceleration for B2B Marketers**.

From intent data to propensity modelling, ABM to content these 7 strategies will ensure you are making the data driven decisions necessary to increase your marketing efficiency, optimise your channels and improve your targeting strategies which together will drive pipeline velocity and accelerate the sales process.

LOOKING FOR MORE SERVER AND STORAGE INSIGHTS?

DISCOVER THE DATA MANAGEMENT HUB ON IFP.

LOOKING FOR EVEN MORE WAYS TO ACCELERATE YOUR SALES PROCESS?

DOWNLOAD OUR 7-STEP GUIDE TO SALES ACCELERATION FOR B2B MARKETERS.

Visit the Hub

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