Voice of the Enterprise: Servers and Converged Infrastructure provides you with actionable data and insight to understand the key dynamics driving the enterprise converged-infrastructure landscape.

Combining 451 Research’s industry-leading analysis with our proprietary panel of 50,000 senior IT buyers and IT enterprise technology executives and robust data-collection methodologies, Voice of the Enterprise: Servers and Converged Infrastructure tracks the disruption occurring in the market and exposes the major opportunities for enterprises, IT vendors, suppliers and investors.

Voice of the Enterprise: Servers and Converged Infrastructure is about getting back to market research basics – constantly talking to customers about their future converged-infrastructure investments, understanding the impacts on their business, and who the likely winners and losers will be.

The data collected helps you to answer key questions such as:

- How are enterprises allocating their converged infrastructure and standard server budgets? Which technologies and vendors are gaining traction in the market?
- Which vendors are fulfilling customer expectations?
- Why are enterprises migrating from standard servers to converged infrastructure?

The Voice of the Enterprise: Servers and Converged Infrastructure product includes:

- 850 quarterly Web-based surveys with senior IT technology buyers and managers on a worldwide basis.
- More than 100 hour-long interviews annually with leading-edge security professionals providing a ‘narrative’ view of the market.
- A sampling that is a representative of small, midsize and large enterprises in private and public sectors.
- Data-driven deliverables for fast access and ability to perform segmentation work.
- Annual Vendor Window TM that consists of comprehensive vendor ratings from existing customers. Allows comparisons on vendor promise (prior to purchase or prior to the latest-version deployment) vs. vendor fulfillment (after deployment).
The Voice of the Enterprise: Servers and Converged Infrastructure coverage

**BUDGET OUTLOOK/ORGANIZATIONAL CHARACTERISTICS**
What are the current and future spending projections on converged infrastructure, including general-purpose, hyper-converged, data-optimized and standard servers for the overall market and individual vendors?
Who are the decision-makers, and how is spending approved?
What are the most important budget justifications for converged platforms? Which features are enterprises willing to pay a premium for?

**TECHNOLOGY ADOPTION/TRENDS**
What workloads run on general-purpose, hyper-converged and data-optimized converged infrastructure now and in the future?
What vendors are most commonly used for specific workloads?
What are influential factors/measures in selecting vendors for specific workloads, and why?
Which emerging vendors are gaining awareness and adoption, and why?

**VENDOR WINDOW/VENDOR EVALUATION**
How do enterprises view top general-purpose, hyper-converged, data-optimized vendors/offerings?
How are standard server architecture vendors viewed across standardized VotE categories, including promise vs. fulfillment, and why?
Who has the most current adoption, and what are the top alternatives for each vendor?
What are future spending allocations, and how and why are they moving from traditional server architectures to integrated platforms?

**Core Components***

**QUARTERLY SURVEY RESULTS AND SUMMARY**
Quarterly Excel and PowerPoint summary of survey results, including key metrics and segmentations.

**QUARTERLY INDUSTRY NARRATIVES**
Quarterly narrative commentary based on approximately 25 1:1 interviews with senior IT professionals in searchable Excel format.

**QUARTERLY ADVISORY REPORT**
Quarterly report, providing highlighted themes from primary research and survey results with actionable advice on converged infrastructure opportunities.

**ANNUAL SUMMARY AND PREDICTIONS**
Annual summary of the four quarterly surveys and 1:1 interviews looking at predictions for the next 12 months.

*Components vary by package purchased

**ABOUT 451 RESEARCH**
451 Research is a preeminent information technology research and advisory company. With a core focus on technology innovation and market disruption, we provide essential insight for leaders of the digital economy. More than 100 analysts and consultants deliver that insight via syndicated research, advisory services and live events to over 1,000 client organizations in North America, Europe and around the world. Founded in 2000 and headquartered in New York, 451 Research is a division of The 451 Group.

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