



Spending from Central Government Departments Drove the Incremental Growth for Enterprise Storage Systems in Q4 2018, IDC India Reports

NEW DELHI, 16th April, 2019 – As per IDC’s latest [Asia/Pacific Quarterly Enterprise Storage Systems Tracker](#) Q4 2018 release, India’s external storage market witnessed a growth of 8.8% YoY (by vendor revenue) and stood at USD 87.8 million in Q4 2018.

Increased storage demand from Government, Professional Services and BFSI drove the growth in Q4 2018. Technology refresh/capacity expansion, modernization initiatives and investments on emerging technologies drove the incremental growth.

“Continuous business innovations along with the need for faster time to market is of at most importance in today’s competitive world. Organizations are looking for storage solutions which are agile, scalable and ease to use to address the business transformation needs,” says **Dileep Nadimpalli**, **Research Manager, Enterprise Infrastructure, IDC India**.

All Flash Arrays (AFA) witnessed a significant YoY growth of 30.0% in Q4 2018 contributed 27.9% of the overall external storage market. Improved performance vs cost ratio for flash deployments pushing organizations to consider All Flash Arrays (AFA).

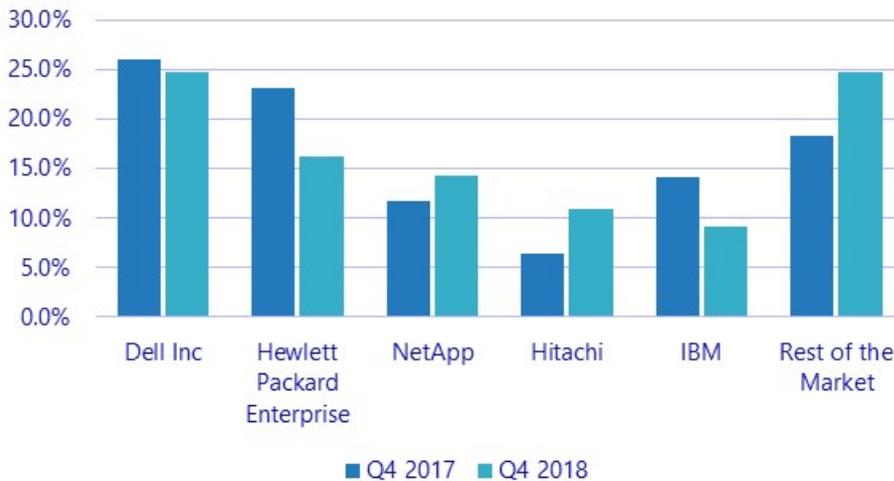
Entry and Midrange external storage segments saw strong YoY growth in Q4 2018. Midrange external storage segment continued to lead the market constituting 60.6% of the total external storage market, while high-end storage segment witnessed a YoY decline of 5.0% in Q4 2018.

"With the exponential growth of data and growing number of applications and users, organizations are moving from managing storage systems to managing data. Organizations are considering new-age storage systems with built-in machine learning and analytics capabilities which are data aware providing real-time insights on performance and data usage," says **Ranganath Sadasiva**, **Director, Enterprise Solutions, IDC India**.

Major Vendors Analysis

Figure 1

India Enterprise Storage Systems Market Share (by Vendor Revenue), Q4 2018



Source: IDC Asia/Pacific Quarterly Enterprise Storage Systems Tracker, Q4 2018 release

Dell Inc. continued to be the market leader with a 24.7% market share by vendor revenue, followed by Hewlett Packard Enterprise with a 16.3% market share in Q4 2018. One of the Smaller external storage vendors witnessed a significant YoY growth due to a large multi-million-dollar deal from the professional services industry in Q4 2018.

IDC India Forecast

The external enterprise storage systems market is expected to grow at a single-digit compounded annual growth rate (CAGR) for the 2018–2023 time-period. Advent of 3rd Platform technologies and digital transformation initiatives across organizations would drive incremental revenues in the near future.

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