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Gartner Critical Capabilities Press Release Example

ABC Company Recognized by Gartner for Critical Capabilities for General Purpose, High-End Storage Arrays Use Cases

ABC Company receives highest product score in every Use Case

STAMFORD, CT – 1 November 2017: ABC Company today announced Gartner has scored its ABC Product as one of two systems with the highest product score for every Use Case analyzed by the research firm. The report states, "As the need for critical data to be safely and securely stored continues to rise, the market's competitive noise around product offerings also increases. Key findings from this report speak to that, as, with the inclusion of solid-state drives (SSDs) in arrays, performance alone is no longer seen as a unique differentiator."

The Critical Capabilities for General-Purpose, High-End Storage Arrays report, published 31 October 2017, presented a number of specific findings, including: "Product differentiation is created primarily by differences in architecture, software functionality, data flows and microcode quality, rather than components and packaging," according to the report. "Security and concerns with migration and conversion costs between competing vendor arrays are less important purchasing criteria than performance, reliability, scalability and vendor reputation." In all Product Scores for 6 Uses Cases, ABC Company was one of two providers with the highest scores. The 6 use-cases are Overall, Consolidation, Online Transaction Processing (OLTP), Server Virtualization and VDI, Analytics, and Cloud.

High performance, storage virtualization, and robust software for replication and tiering were all identified as critical to the success of available products for this category. ABC Company believes it rated high in these use cases thanks to its well-regarded software, the ability to virtualize third-party storage systems and its reliability, solid performance and quality microcode.

"ABC Company is proud of our capabilities," said Jack Doe, vice president, Worldwide Products and Solutions Management, ABC Company. "We were pleased by the use case results. Our customers recognize the importance of data and the storage that houses it. They use us because we deliver the best possible solutions for their needs. We look forward to extending the reach of those solutions very soon."

¹ Gartner, "Critical Capabilities for General-Purpose, High-End Storage Arrays," Valdis Filks, Stanley Zaffos, Roger W. Cox, Santhosh Rao, 31 October 2017.

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