

Market Summary Report

Storage and Data Protection

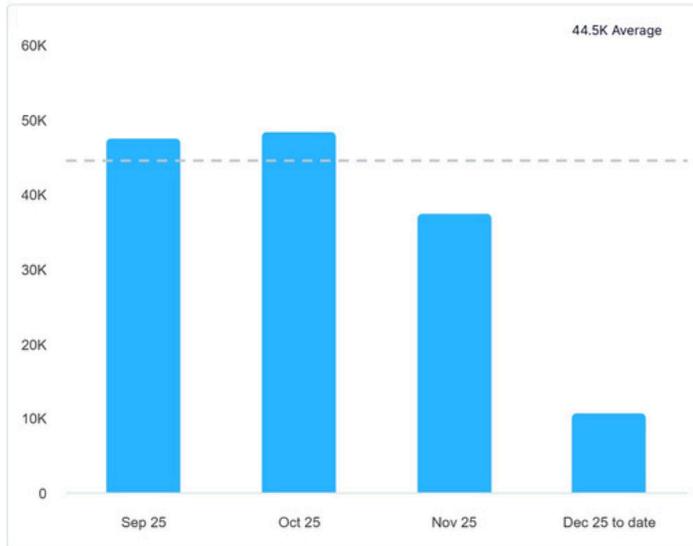


Executive Summary

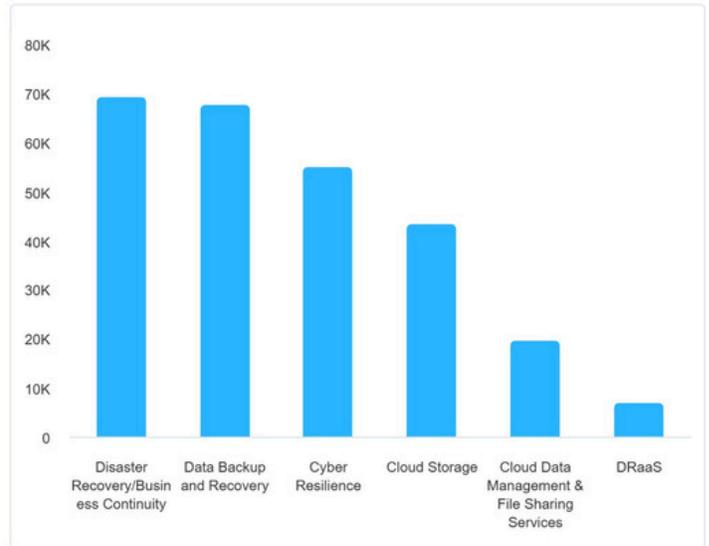
Key Metrics



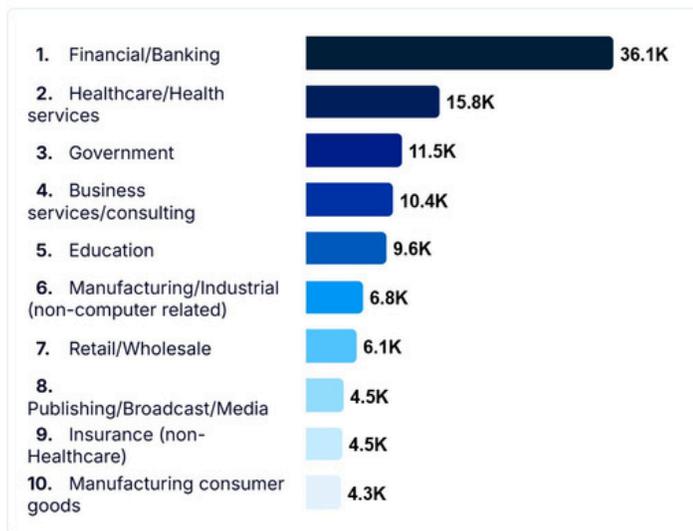
Buyer Activity Over Last 90 Days



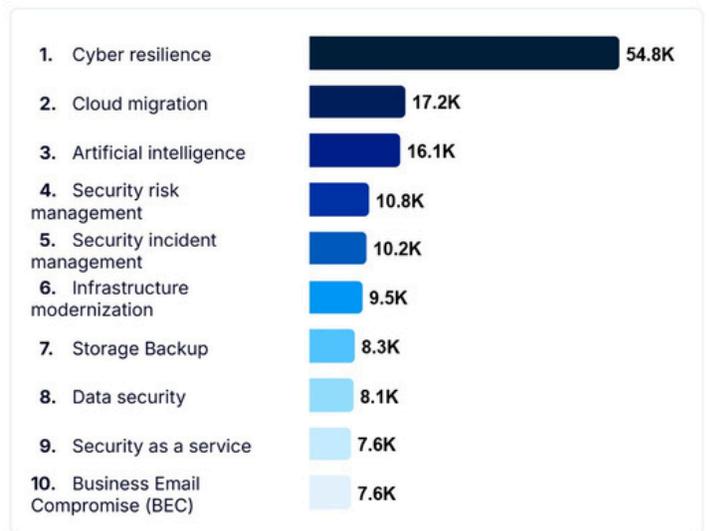
Most Active Submarkets by Activity



Buyer Activity By Industry



Topics Driving the Most Buyer Activity

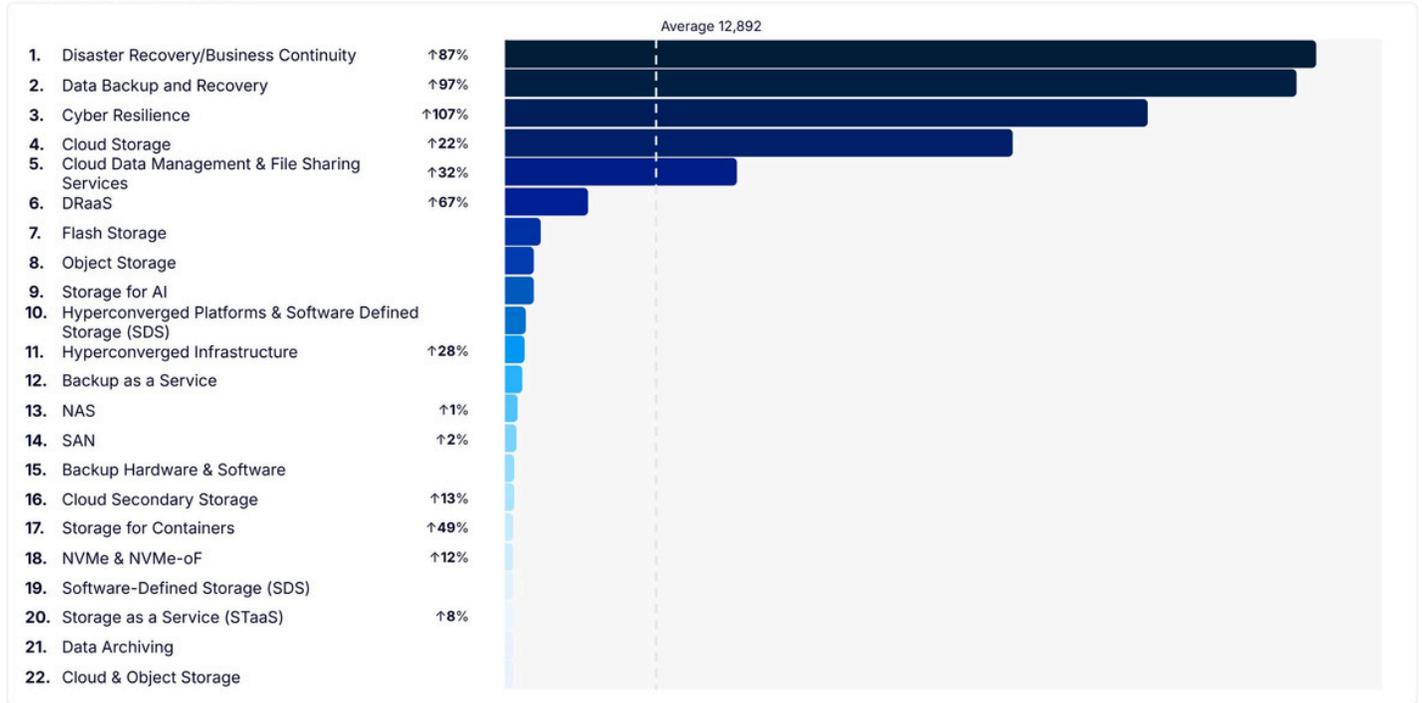


Source: Informa TechTarget Buyer Intent Data

Filtered By: Market = Storage and Data Protection; Industries = Aerospace, Agriculture/Forestry, Automotive, Business services/consulting, Communications/Telecom supplier, Education, Electronics, Financial/Banking, Government, Healthcare/Health services, Hospitality, Insurance (non-Healthcare), Inter... Submarkets = All Region = North America; Employees = All; N = 25,423 Accounts; Timeframe = 9/8/25 - 12/6/25;

Submarket Activity

Total Market Activity = 135,832

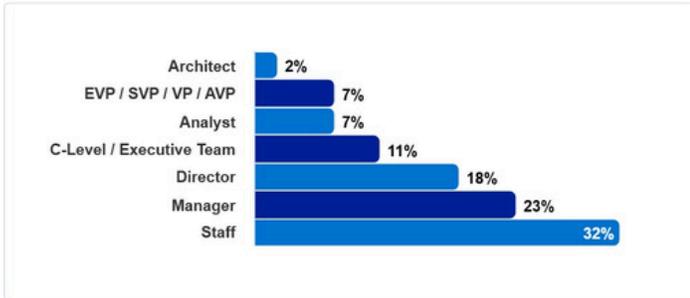


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Buyer Profile

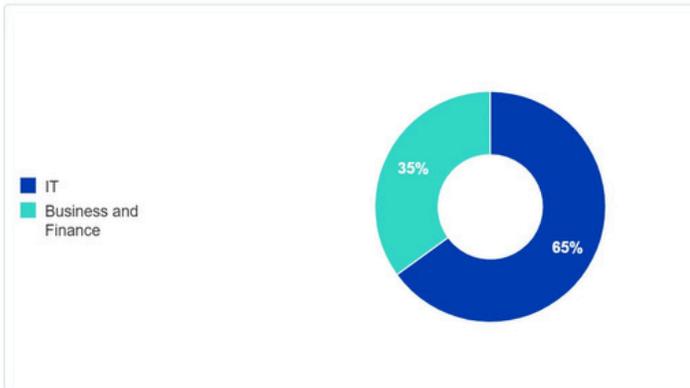
Research Activity by Seniority



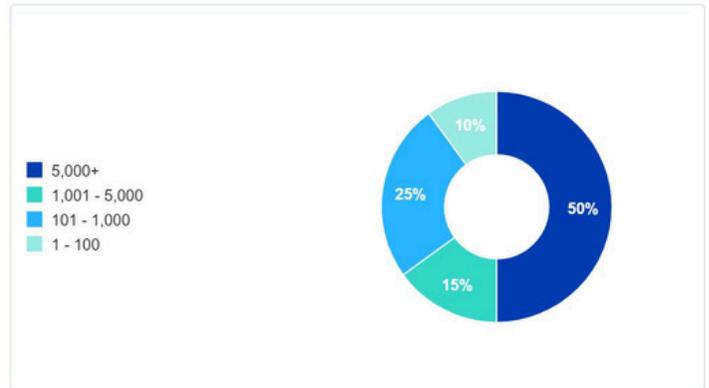
Research Activity by Region



Research Activity by Job Function Category



Research Activity by Number of Employees



Most Active Job Functions

Name	Percent Change
1. Security Systems	↑ 102%
2. IT Systems management	↑ 68%
3. IT Infrastructure and Cloud Operations	↑ 55%
4. Other Business Professionals	↑ 34%
5. Finance / Accounting	↑ 43%
6. Application / Software Development	↑ 7%
7. Chief Information Officer	↑ 173%
8. Operations (Non-IT)	↑ 35%
9. Legal / Compliance	↑ 171%
10. Consultant	↑ 44%

Most Active Industries

Name	Percent Change
1. Financial/Banking	↑ 66%
2. Healthcare/Health services	↑ 57%
3. Government	↑ 45%
4. Business services/consulting	↑ 39%
5. Education	↑ 101%
6. Manufacturing/Industrial (non-computer related)	↑ 19%
7. Retail/Wholesale	↑ 53%
8. Publishing/Broadcast/Media	↑ 11%
9. Insurance (non-Healthcare)	↑ 82%
10. Manufacturing consumer goods	↑ 42%

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Topics

Most Researched Topics

1. Cyber resilience	21. Skills gap
2. Cloud migration	22. Compliance
3. Artificial intelligence	23. IT risk management
4. Security risk management	24. IT operations
5. Security incident management	25. Hypervisors
6. Infrastructure modernization	26. Hybrid clouds
7. Storage Backup	27. Cloud infrastructure
8. Data security	28. Risk management
9. Security as a service	29. Cyber hygiene
10. Business Email Compromise (BEC)	30. Regulatory compliance
11. Secure payments	31. Ransomware
12. Virtual machines	32. Storage architectures
13. Cloud security	33. Cloud based storage
14. Multicloud	34. Incident response
15. Cloud cost management	35. Cloud native apps
16. Continuity management	36. Customer experience
17. IT cost management	37. Cloud transformation
18. Business continuity & disaster recovery	38. Data breach
19. Generative AI	39. Cloud strategy
20. Application performance mgmt	40. Zero-trust model

Trending Topics

1. Application performance mgmt	+1518%
2. Virtual machines	+1248%
3. IT risk management	+1003%
4. IT operations	+947%
5. Networking management	+865%
6. Healthcare costs	+747%
7. Large language model (LLM)	+681%
8. Security awareness training	+570%
9. Cloud based application deployment	+557%
10. Storage security	+544%
11. Hypervisors	+471%
12. Data lake	+431%
13. Cyber hygiene	+409%
14. Cloud analytics	+393%
15. Data compliance	+389%
16. Infrastructure modernization	+380%
17. Data classification	+335%
18. Data privacy compliance	+326%
19. Skills gap	+319%
20. Security analytics	+296%

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Content

Key Metrics

<p>TOTAL EDITORIAL ARTICLES READ</p> <p>1,510 +10%</p>	<p>TOTAL VENDOR PDFs DOWNLOADED</p> <p>632</p>	<p>TOTAL WEBINARS VIEWED</p> <p>1,148 +4%</p>
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Top Expert Features, Tutorials, and Tips

- 8 data backup strategies and best practices you need to know
- High-capacity SSDs positioned to tackle AI onslaught
- 6 confidential computing use cases that secure data in use
- SSD vs. SSHD vs. HDD: Which one is best?
- NetApp aims to transcend storage roots with vision to make data AI-ready
- Risk assessment matrix: Free template and usage guide
- The Real ROI of Cloud Migration Beyond the Hype: What Actually Drives Value
- RPO vs. RTO: Key differences explained with examples
- How to build an incident response plan, with examples, template
- Types of backup explained: Incremental vs. differential vs. full, etc.

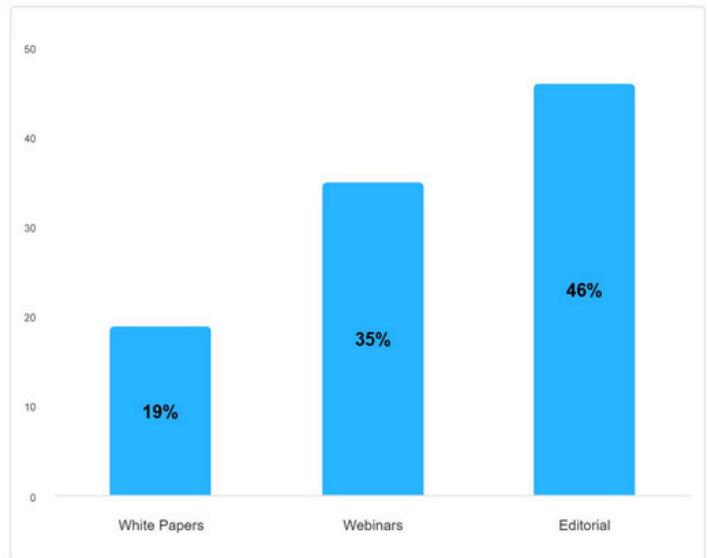
Top Vendor PDFs and White Papers

- Securing the Endpoint: How Dell Helps Balancing AI Adoption with Cyber Resilience
- Gain the Flexibility that Diverse Modern Workloads Demand with Dell PowerStore
- How to select the right OS for your cloud journey & the value of Red Hat
- 5 Steps To Modernize Your Software Company With AWS
- Why Choose Wind River Cloud Platform?
- Wind River Cloud Platform Migration Overview
- Shield Your Infrastructure from Cyberthreats with Integrated, Multilayered Security
- Improving VMware migration workflows with agentic AI
- Minimum Viable Recovery: Closing the Recovery Gap
- Turning migration into modernization

Top Webinars and Videos

- The New Fraud Era: Virtual Kidnapping, Deepfakes & Tech-Enabled Scams
- The Top 25 Security Predictions for 2025
- The Road Ahead: Top Five Cybersecurity Predictions for 2026
- The Workforce Under Pressure: Burnout, Skills Gaps and Organizational Risk (#1)
- Security Industry 101: What Every Newcomer Needs to Know
- Securing the Future: AI, Resilience, and Evolving Cyber Roles (#3)
- Cyber Risk Series: Risk Management Edition
- Seamless VMware Migration with Wind River Cloud Platform: Accelerate Your Cloud-Native Journey
- [NA] Top Cybersecurity Predictions for 2026
- AI & Cybersecurity: Risk, Integrity, and Enterprise Resilience

Content Mix: Assets Consumed by Type



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Vendors Influencing

Key Metrics

TOTAL VENDORS INFLUENCING 261 ↓ 7%	UNIQUE VENDOR ASSETS CONSUMED 1,656 ↓ 2%	ACTIVITY ON VENDOR CONTENT 55,501 ↑ 48%
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Trending Influencers ⓘ

This list highlights some vendors that are currently popular with buyers. For each vendor, learn what specific topics are being researched by potential customers (what they're interested in learning about) and which topics are capturing their attention.

Google Trending Topic Areas <ul style="list-style-type: none"> Cloud migration IT cost management Cloud performance Application modernization Cloud native apps Cloud cost management 	OpenText Trending Topic Areas <ul style="list-style-type: none"> Cyber resilience Compliance Data security Artificial intelligence Risk management Data governance
ServiceNow Trending Topic Areas <ul style="list-style-type: none"> Continuity management Incident management AIOps Agentic AI Artificial intelligence Risk management 	Zerto Trending Topic Areas <ul style="list-style-type: none"> Cyber resilience Ransomware Storage management IT cost management Storage efficiency Recovery time objectives
Pure Storage Trending Topic Areas <ul style="list-style-type: none"> Cyber resilience Artificial intelligence Business continuity & disaster recovery Data integrity All-flash arrays Data resilience 	Dell Trending Topic Areas <ul style="list-style-type: none"> Cyber resilience Artificial intelligence Generative AI Endpoint security Hyper-converged infrastructure Cloud migration
Commvault Trending Topic Areas <ul style="list-style-type: none"> Cyber resilience Cloud security Data security Continuity management Disaster recovery plan Incident response 	NetApp Trending Topic Areas <ul style="list-style-type: none"> Block storage High performance storage All-flash arrays SAN Artificial intelligence Storage appliances
Amazon Web Services Trending Topic Areas <ul style="list-style-type: none"> Cloud migration Artificial intelligence Cloud cost management Customer experience Large language model (LLM) Prompt engineering 	Hitachi Vantara Trending Topic Areas <ul style="list-style-type: none"> Cyber resilience Regulatory compliance Hybrid clouds Data management platform Block storage Public clouds

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About Intent Data and Market Monitor

The data in this report is powered by Informa TechTarget's Market Monitor. Market Monitor is an online market intelligence application that provides access to purchase intent trends and buyer behavioral insights across 240+ technology submarkets. Informa TechTarget monitors buyer intent data from the millions of daily activities of in-market organizations who conduct B2B tech research using buy-cycle content on our gated sites, as well as vendor resources and content. Activities include editorial page views across the Informa TechTarget network, downloads of sponsored vendor white papers and PDF assets, video, and webinar views on Informa TechTarget's BrightTALK, and page views of vendor resources and content. Percent change shown throughout the data sets represents a comparison of the selected timeframe to the previous timeframe of the same length.

Not all intent data is created equal—much of what other intent sources provide comes from third-party cookies tied to content that is unrelated to B2B tech purchasing. Informa TechTarget removes data that doesn't provide the strongest, most relevant signals of purchase intent. Thousands of technology vendors rely on and trust the active intelligence and insights from Informa TechTarget.

How to Leverage Our Intent Data

Intent data can help you understand which types of accounts and personas are in market, which vendors they're engaging with, what content they're consuming, and which topics are trending. These analytics, in conjunction with Informa TechTarget's analyst-led research, can help you validate and optimize go-to-market strategies, improve positioning and targeting, better align internal teams, and manage change in real time.

How to Source

All citations must include the following attribution. For market, submarkets, and other filters, please use the sourcing provided at the bottom of each interior page of this report.

Informa TechTarget Buyer Intent Data, Market, Submarket(s), filter(s), timeframe

How to Customize This Report

This point-in-time report is based on aggregated purchase-intent data from a predetermined demographic of in-market buyers conducting research on the technology market(s) described within. You can dig deeper with the Market Monitor feature within the Informa TechTarget Portal by selecting your own custom filters—including Market, Submarket, Region, Employee Count, and Timeframe—in order to analyze specific segments of buyer behavior.

About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI. With unique insight into the tech market, we offer expert-led, data-driven, digitally enabled services for measurable impact. Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit informatechtarget.com and follow us on LinkedIn.

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