

A periodic newsletter with links to blogs and industry news for subscribers to the Architecting IT blog.

[View this email in your browser](#)

This is newsletter #47, 2018-W9 published on 3 March 2018.



architectingIT



Billion Dollar Babies

This week, both Pure Storage and Nutanix both reported strong growth figures. Pure breached the psychologically significant [\\$1 billion annual revenue](#), while [Nutanix reported](#) 44% YoY growth for the quarter with an additional 1,057 new customers. This is set against a background of increasing competition from Public Cloud. On the converse side, IDC released their quarterly tracking figures for storage and storage systems which showed yet another revenue drop for Dell EMC and little to cheer about for the remainder of the big 6 vendors.

Hard Won

Without a doubt the successes of Pure and Nutanix have been delivered with a huge amount of hard work and a little bit of controversy along the way. It's clear from these figures and those of other enterprise companies like VMware, HPE and NetApp that private data centres are not dead. But the fight against the rise of public cloud is a tough one where only the strongest will survive.

IDC

That leads us on to the [IDC figures for 4Q2017](#) storage and storage systems, released this week. Dell and HPE tie, although in Enterprise Storage, Dell is down another 11.4%. IBM and NetApp again figure strongly and Huawei appears in the figures, easily overtaking Hitachi.

In the storage systems category, Dell is down 17.8%, while all the other vendors (with the exception of Hitachi) are showing growth. What can we make of these numbers?

Embrace the Cloud

Obviously HPE now benefits from the revenue of Nimble after that acquisition last year. But for Dell, the figures don't look good. The question is whether this represents movement of revenue to other parts of the business, like converged and HCI. However, IDC defines an enterprise storage system as a server with three or more disks, so this should include HCI and converged systems sales (unless IDC specifically excludes them to another category).

Perhaps part of the problem is that Dell appears to be fighting against, rather than embracing public cloud. Only VMware (still run as a separate company) seems to have started to develop a cloud strategy.

Times are tough for some infrastructure providers and we may yet see a [reverse Dell VMware merger](#). Can we really say cloud is taking over the world, or is it simply a case of better companies coming along eating the business of the legacy ones?

What do you think?

Chris Evans

If you would like to change your preferences, every email has an option for change or to unsubscribe at the end. You can select to receive the weekly

summary, new blog posts or both. Click on the button below to set your preferences.

Update my Profile



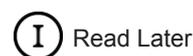
New Architecting IT Blog Posts...

- [ScaleIO Becomes Software Defined on Hardware](#) (2 March 2018)
- [Modern Storage Architectures: Datrium](#) (28 February 2018)
- [Dropbox Files for IPO](#) (26 February 2018)

New Storage Unpacked Podcasts...

- [#40 - Garbage Collection: Death of the Storage Admin](#) (2 March 2018)
-

We're interested in your feedback! Is there anything you would like to see covered in these newsletters or on the blog? Do you have an opinion on any of the content? Just hit reply to this email or continue the conversation online: [@architectingit](#) on Twitter, or via [Linkedin](#).



Copyright Â© 2018 Brookend Ltd, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)