

# IBM Storage Services Maintains Worldwide Lead in Market Share

July 21 2005

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IBM today announced that it continues to lead in the 2004 storage services marketplace based on revenue throughout Americas, EMEA and Asia Pacific and Japan, according to a recent Gartner annual report on the worldwide storage services segment. IBM maintains its leadership position from the previous year in the storage service marketplace which was, as stated by Gartner, measured to be worth more than \$22 billion in 2004 and represents as much as a \$30 billion opportunity by 2008.

The compounding deluge of data, growing complexity of storage technology, escalating IT management costs, and increasing strain on internal resources, are driving the need for more efficient and cost-effective ways to maximize and manage server and storage infrastructures. IBM storage services help clients dramatically reduce complexity by assisting them with their storage management needs, providing them with the ability to concentrate on primary business goals by helping them to meet data performance and availability requirements on an as-needed basis.

"Dealing with the ever-increasing data avalanche is one of the most important challenges businesses are faced with today. IBM customers are leveraging our information on demand technology and storage services to help them manage the flood of information," said Sergei Varbanov, storage services global offering executive, IBM Global Services. "Our storage services help enable, integrate, analyze, optimize and manage on demand business infrastructures -- increasing the business value of IT for our customers and delivering the right information at the right time."

IBM storage services include the combined power of IBM Global Services, IBM Systems and Technology Group, IBM Tivoli software, and IBM Research providing customers with a comprehensive set of storage solutions including business continuity and recovery services, infrastructure and systems management services, networking services, technical support and IT education services.

According to Gartner, IBM is projected to maintain marketplace leadership as one of the top storage service vendors through 2008.

Citation: IBM Storage Services Maintains Worldwide Lead in Market Share (2005, July 21)  
retrieved 22 September 2024 from <https://phys.org/news/2005-07-ibm-storage-worldwide.html>

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