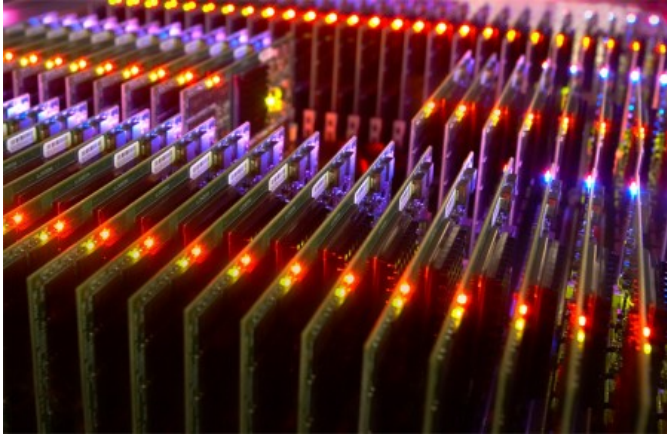


## IDC: "Explosive" Growth for Flash Arrays

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According to IDC 2014 is a year of "explosive growth" for flash-based arrays, as the 2014 global market for all-flash arrays (AFAs) and hybrid flash arrays (HFAs) is worth \$11.3 billion.



HFA revenues total \$10bn in 2014, while the AFA segment makes \$1.3bn. Once the niche of storage startups, datacentre flash now drives sales for the big industry boys, including the likes of Dell, EMC, HDS, HP, IBM, NetApp and Oracle.

"Vendors are aggressively flash optimising their offerings to provide improved performance, longer endurance, higher reliability, and a lower effective cost per gigabyte," the analyst says. "The most successful vendors will be those that can make a smooth transition from the traditional, dedicated application model to mixed workload consolidation."

IDC says Nimble Storage (an HFA supplier), Pure Storage and SolidFire are the startup revenue leaders in flash-based array space. For success, such companies require a flash-based optimised platform offering in-line compression and deduplication, as well as other enterprise-class data services.

In other words? Flash-based arrays are an enterprise opportunity, and IDC suggests customers should "strongly consider" the technology when retiring existing enterprise storage platforms.

Go [IDC WW All-Flash Array and Hybrid Flash Array 2014-2018 Forecast](#)