

IDC: EMEA PBBA Revenues Down in Q2

Written by Alice Marshall
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According to IDC, Q2 2019 EMEA purpose-built backup appliance (PBBA) revenues are down by -5.6% Y-o-Y to reach \$267.7 million, the result of organisations shifting away from legacy infrastructure in order to handle data.

Total EMEA PBBA open systems revenues see a -1% Y-o-Y decline to \$252.4m, while mainframe system sales are down by -46.4% Y-o-Y.

EMEA PBBA Vendor Revenue by Product, 2Q19 (Revenues in \$M)

Vendor Revenues (\$M)	2Q18 Revenue	2Q18 Market Share	2Q19 Revenue	2Q19 Market Share	2Q19/2Q18 Growth
Mainframe systems	\$28.6	10.1%	\$15.3	5.7%	-46.4%
Open systems	\$254.9	89.9%	\$252.4	94.3%	-1.0%
Total	\$283.5	100.0%	\$267.7	100.0%	-5.6%

EMEA PBBA Open Systems, 2Q19

Vendor Revenues (\$M)	2Q18 Revenue	2Q18 Market Share	2Q19 Revenue	2Q19 Market Share	2Q19/2Q18 Growth
Integrated System	\$91.0	35.7%	\$123.6	49.0%	35.8%
Target System	\$163.9	64.3%	\$128.7	51.0%	-21.4%
Total	\$254.9	100.0%	\$252.4	100.0%	-1.0%

W. European Q2 2019 PBBA revenues total \$211.6m, a -8.3% Y-o-Y drop. The financial and political turmoil brought about by Brexit and tension in the Eurozone are affecting investment confidence, directly impacting IT budgets. As a result, organisations are delaying upgrades and project, leading to a detrimental effect on infrastructure.

In comparison, CEMA PBBA revenues see a return to growth after Q1 2019, specifically by 6.4% Y-o-Y, to \$56.06m. One can attribute such growth to open systems as mainframe systems, which marked a steep decline for the quarter. Most PBBA vendors see either positive or flat performances, with some shift to midrange to high-end solutions.

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“Both storage incumbents and companies focused exclusively on data protection continue to thrive in the PBBA market as CEMA is not so affected by the negative macroeconomic trends in Europe,” IDC says. “The demand for backup appliances co-exists with other data protection solutions as end users are prone to invest in more than one technology to leverage their benefits.”

Go [IDC WW Quarterly Purpose-Built Backup Appliance Tracker Q2 2019](#)