

## Storage Software Keeps on Growing

Written by Marco Attard  
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Global Q2 2011 storage software revenues total \$3.4Bn, growing by 11.3% Y-o-Y-- the 7th consecutive quarter of Y-o-Y growth according to IDC.



The analyst says this growth is due to expensive investments within the infrastructure space during Q2.

Storage Infrastructure Software and Storage & Device Management Software see the biggest growth, with 22.6% and 17.3% Y-o-Y growth respectively.

Data Protection and Recovery Software account for 32.4% of market value share, and provide the biggest increase in Q2 2011 revenue.

Top top 3 vendors are EMC (24.5% market share), Symantec (15.8%) and IBM (14.1%), with all suppliers covered by IDC seeing Y-o-Y increases in storage software sales.

IDC describes such growth as impressive-- even more so considering it is "occurring during times of elevated economic uncertainty."

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The analyst attributes the growth to new product introductions, simplified pricing and bundling, ongoing data protection process modernisation, improving storage software within virtual environments and a desire to mitigate against legal and IT risks.

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