Storage Utilities and Management Software

Storage utilities and management software dollar sales grew 10% in Q4 2019 versus year ago, as a result of ASPs increasing 25%. At the same time, this increase in price drove down unit sales -12%, losing an incremental -1.9M units. While NetApp was the category leader, owning 4 of the top 10 SKUs based on unit sales, the vendor lost -14 dollar share points in Q4 2019 versus year ago.

Since entering the category in 2018, Cohesity has continued to gain dollar share in Q4, gaining 5 share points in Q4 2019. Despite this growth in share, Cohesity does not have a model on the top 10 list, but is seeing growth due to its DataPlatform Virtual Edition, which brings the benefits of a core data center to remote and branch office locations by consolidating data and workloads on a single virtual appliance. Cohesity and Nutanix were the only top vendors to gain dollar share in Q4 19.

Storage Utilities and Management
Q4 2019 v. Prior Year Dollar Share Pt. Change

Source: The NPD Group/Distributor Track® and Reseller Tracking Service, U.S. (overlap removed)