



EMEA Purpose-Built Backup Appliances Market Value Rises in 3Q19, says IDC

LONDON, December 10, 2019 — The EMEA purpose-built backup appliance (PBBA) market rose in value 2.7% year-on-year to reach \$325.5 million in the third quarter of 2019, according to International Data Corporation's (IDC) *Worldwide Quarterly Purpose-Built Backup Appliance Tracker*. This follows the 6.3% YoY decline seen in the second quarter of 2019, bringing the market back to growth.

Total EMEA PBBA open systems shipments were valued at \$307.5 million, which represented an increase of 5.7% year-on-year. Conversely, mainframe system sales decreased 31% year-on-year in 3Q19.

Figure 1

EMEA PBBA Value by Product, 3Q19 (Revenues in \$M)

Value (\$M)	3Q18 Value	3Q18 Market Share	3Q19 Value	3Q19 Market Share	3Q19/3Q18 Growth
Mainframe systems	\$26.1	8.2%	\$18.0	5.5%	-31.0%
Open systems	\$290.9	91.8%	\$307.5	94.5%	5.7%
Total	\$317.1	100.0%	\$325.5	100.0%	2.7%

EMEA PBBA Open Systems, 3Q19

Vendor Revenues (\$M)	3Q18 Value	3Q18 Market Share	3Q19 Value	3Q19 Market Share	3Q19/3Q18 Growth
Integrated System	\$131.0	45.0%	\$156.3	50.8%	19.3%
Target System	\$160.0	55.0%	\$151.2	49.2%	-5.5%
Total	\$290.9	100.0%	\$307.5	100.0%	5.7%

Regional Highlights

Western Europe

The PBBA tracker for Western Europe indicates a nearly flat performance of this region in terms of value, with 0.9% year-on-year growth, reaching \$262.9 million in the third quarter of 2019.

The DACH market became the largest in Western Europe in 3Q19, responsible for 36.2% of the market's value and growth of 33.3% year-on-year.

The United Kingdom lost 6.3% of market value, gaining second place in the Western European PBBA market, suffering a contraction of 19% year-on-year in value.

The French PBBA market ranked third 39.3% growth year-on-year in value, giving it a 14.2% market share.

"The United Kingdom and Germany are the main drivers in the development of data protection technology in Europe," said Jimena Sisa, senior research analyst, EMEA Storage Systems, IDC. "Organizations are becoming increasingly disposed to update their legacy or third-platform technologies with tools that provide more functionality in terms of automation, better monitoring deployment, data management, analytics and orchestration. This is creating more desire to engage in cloud-based data protection-related projects that would help companies to grow their business in a digital transformation era."

CEMA

The PBBA market in Central and Eastern Europe, Middle East and Africa (CEMA) again recorded growth in value (12.2% YoY) in 3Q19, reaching \$58.38 million.

The Middle East and Africa (MEA) market was the subregion that prevented the EMEA backup appliances market recording a decline. The major vendors in the open systems space recorded significant growth. The Central and Eastern European (CEE) region had more subdued performance, but nevertheless most companies closed a successful quarter.

"In countries like Saudi Arabia, Egypt, and Israel, there was a demand for larger-drive systems with increased data reduction, backup, and restore rates," said Marina Kostova, research manager, EMEA storage systems, IDC. "In CEE, the large countries of Poland and Russia saw increased shipments for both incumbents and data protection companies, while smaller countries experienced and overall slowdown in infrastructure spending, affecting PBBA as well."

Taxonomy Notes

IDC defines a purpose-built backup appliance as a standalone disk-based solution that utilizes software, disk arrays, server engines, or nodes that are used for backup data and specifically for data coming from a backup application (e.g., NetWorker, NetBackup, TSM, and Backup Exec) or can be tightly integrated with the backup software to catalog, index, schedule, and perform data movement. PBBAs are deployed in standalone configurations or as gateways. PBBA solutions deployed in a gateway configuration connect to and store backup data on general-purpose

storage. Here, the gateway device serves as the component that is purpose built solely for backup and not to support any other workload or application. Regardless of packaging (as an appliance or gateway), PBBAs can have multiple interfaces or protocols. They can also provide and receive replication to or from remote sites and a secondary PBBA for disaster recovery.

IDC's Worldwide Quarterly Purpose-Built Backup Appliance Tracker provides vendor share, market size, and forecasts for purpose-built backup appliances. IDC provides key market insights and growth for vendors active in the PBBA market and for those looking to introduce new products into the market. Revenue and capacity for disk systems behind PBBA gateways are included in the PBBA market sizing and forecast. Some PBBA solutions integrate the data movement engine (backup application) with the appliance, while others serve only as a target for incoming backup application data. Both solutions are included in the PBBA market sizing, although segmentation between the two product categories is provided.

Major companies covered in this tracker include Dell Inc., Veritas, HPE, IBM, Quantum, Barracuda, Oracle, Fujitsu, Exagrid, HDS, Unitrends, and Falconstor Software.

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