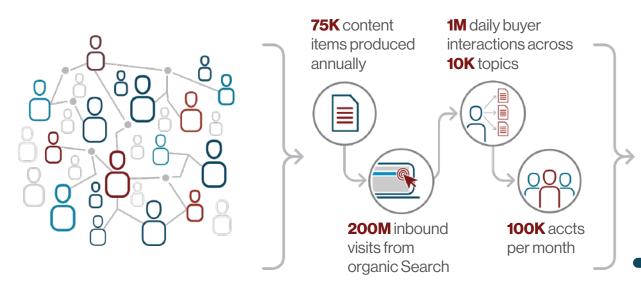


TechTarget Research Deal ScoreCard™

20+ Markets, Global Reach, Quarterly Insight



TechTarget provides insight on current market dynamics to improve sales, marketing and product decisions



TechTarget Research
Deal Scorecard™ Reports and
Market Landscape™ Reports



18M registered members

Deep content footprint and Search dominance drives active buyers into TechTarget's network **Buyer research details tracked on 140+ web sites** yielding visibility into purchase intent in your market

User-generated insight on current market dynamics for marketing, product & sales leaders to make confident decisions to improve business



Why Is TechTarget Research Different?

Buyer-generated insight—on current market dynamics that matter most.

Quantitative—measurement of the technical features, business drivers, and competitive sales tactics observed in the field that determine who makes the shortlist, who wins, and who loses.

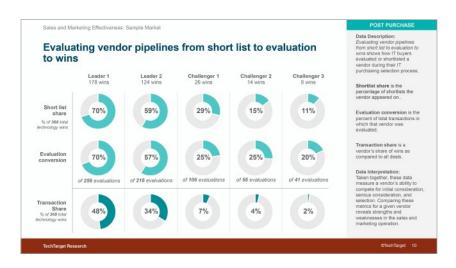
Facts—first-party data, with analysis, sampled from buyers that are in market now.







cite a key product feature as influencing which vendors they consider for purchase and which ones they ultimately buy from. The trend data reflects Meets our security compliance needs 55% 47% whether these features have been stable or risen or fallen in importance over time 37% 48% Data Interpretation: 25% 21% Adequate networking performance Gain insight into how features evolve in importance Compatible with current data center infrastructure 22% 15% Declining features no longer need to be emphasized as Ensuring workloads are properly suited (compatible) with the tech provider's infrastructure 29% much in marketing investments. As IT buyers gain confidence in a technology. 16% priorities may shift more toward long-term concerns like 10% scalability and integration. Works with current storage infrastructure 20% OTechTarget 8



Unique Insight on Preand Post-Purchase Behavior





Market Coverage and Available reports



Deal ScoreCard Reports

- Flash Arrays
- Hybrid Arrays
- NAS
- Disaster Recovery

Market Landscape Report

Overall market assessment on Storage buying with deep dives on emerging topics

Data Center

Deal ScoreCard Reports

- Hyper-converged Infrastructure (HCI)
- Converged Infrastructure
- Blade Servers
- Rack/Tower Servers
- Virtualization Software
- Private Cloud & Virtualization Systems Management
- Colocation

Market Landscape Report

Overall market assessment on Data Center buying with deep dives on emerging topics

Cloud

Deal ScoreCard Reports

- Public Cloud laaS
- Cloud Primary Storage
- Cloud Backup Storage
- Hybrid Cloud

Market Landscape Report

Overall market assessment on Cloud buying with deep dives on emerging topics

EUC

Deal ScoreCard Reports

- Virtual Desktop Infrastructure (VDI)
- Desktop as a Service (DaaS)
- Enterprise Mobility Management (EMM)



For more information

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About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

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