



# Analysis

## When Businesses Win Medals

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### Biography

*Eric Herzog is the Chief Marketing Officer at Infinidat (<https://www.infinidat.com>). Prior to joining Infinidat, Herzog was Chief Marketing Officer and Vice President of Global Storage Channels at IBM Storage Solutions.*

*His executive leadership experience also includes: CMO and Senior VP of Alliances for all-flash storage provider Violin Memory, and Senior Vice President of Product Management and Product Marketing for EMC's Enterprise & Mid-range Systems Division.*

*Eric blogs at <https://www.infinidat.com/en/blog>*

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### Abstract

*Winning or even being nominated for a business award not only boosts awareness of a company's brand, products and services helping to gain new customers, but it also boosts staff morale and helps to attract and retain staff – people want to work for award winning businesses. But winning awards isn't easy – it takes hard work, dedication, a willingness to demonstrate commitment, consistency, and reliability. In this article, the author looks at how Infinidat has been using their award wins to raise the bar against its competitors and showcase its products and services to a much wider audience.*

### Introduction

Winning awards comes with lots of tangible benefits companies can use to their advantage. Customers feel confident they have made the right choice when they see a company has been recognized as a leader, and people want to work for an award-winning company. But awards aren't easy to win. Just like the world-class athletes at the Olympic Games, they must win a variety of awards at different stages of competition and qualifying rounds to earn the rite of passage for the opportunity to be on the winner's Olympic podium as a champion.

They had to demonstrate commitment, consistency, and reliability, while they turned each winning streak into momentum heading into the pinnacle of athletic



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excellence. Likewise, Infinidat has extended its winning streak with many awards in the first half of 2024 that have earned our company the opportunity to compete for the trust, respect, and business of an increasing number of enterprises on a global scale.

Coming off a stellar year of 2023, when we won 30 awards, our strong momentum continues as the “hot company” in enterprise storage for 2024. Our commitment to customers, technological innovation, and business excellence underscores our numerous victory laps. To date, Infinidat has won 24 awards and recognitions in the first half of 2024 – almost one award a week for a white glove-hot 2024.

The reliability, consistency, 100% availability, performance, ease of use, and SLA-backed guarantees of Infinidat’s cyber resilient storage solutions have outpaced the competition and are now regularly recognized as ‘the’ choice. If the judges of these storage industry award competitions were Olympic judges, they’d be holding up the “10” sign for Infinidat.



**Gold medal winner**

In January 2024, our InfiniBox™ SSA won the Gold Medal as “Best Enterprise Storage Array of the Year” in the prestigious TechTarget annual award competition. Not only is this Infinidat solution recognized as the industry’s fastest all-flash storage and one of the most cyber resilient and most reliable storage solutions on the market today, but this Gold Medal award validates the increased value that the expanded InfiniBox SSA delivers to enterprises. This is the third consecutive year that TechTarget has singled out our InfiniBox SSA for recognition.

The InfiniBox SSA was also named one of the world’s top five cyber secure high-end all-flash arrays for enterprise storage by the storage analyst firm DCIG. Cyber resilience is among the most important and highly demanded requirements of enterprises today to ensure exceptional cyber security and resist cyberattacks. The



analyst community, including DCIG analysts, is vocal about how having a cyber secure all-flash array is a necessity for enterprises to protect data from cyberattacks and ensure the security of the entire storage infrastructure.



Infinidat meets this new requirement for enterprises with our state-of-the-art technologies. The combination of InfiniBox SSA with our InfiniSafe® cyber storage software and our InfiniVerse® platform has redefined cyber resilience and recovery for enterprise storage. Our InfiniBox SSA ensures that our customers recover and restore data at near-instantaneous speed after a cyberattack, significantly reducing the impact of ransomware and malware and saving companies time and money.

The recognition of Infinidat for cyber resilience spans across our solution portfolio. Earlier this year, DCIG named Infinidat's InfiniBox® and InfiniGuard® solutions among the world's top five cyber secure backup targets. Our InfiniSafe software was called out as the most distinguishing feature of our software-defined systems. We also got points for flexibility. Enterprises that need a backup target that maximizes available storage capacity should choose InfiniGuard, while enterprises that need the backup target to host application and data recoveries should choose InfiniBox.

GigaOm is another analyst firm that has given us accolades for the InfiniBox SSA and the InfiniBox. In Q1, GigaOm recognized Infinidat as a Leader and an Outperformer in primary storage for both large enterprises and midsize businesses. GigaOm publicly identified Infinidat as providing "modern, AI-based hybrid storage solutions" with "essential cyber resilience" and "robust storage and data protection capabilities" in the InfiniBox hybrid and InfiniBox SSA solutions.

Adding to the awards from analyst firms, media outlets and industry organizations, we love it when our customers provide feedback that collectively catapults Infinidat forward to acclaim.

In March, Infinidat was named a 2024 Gartner Peer Insights Customers' Choice in the Gartner Peer Insights "Voice of the Customer," Region Segment: North America. This is the second consecutive year that Infinidat has been recognized as a Gartner Peer Insights Customers' Choice in North America. Based on customer



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reviews and ratings, this special recognition is the sixth time that Infinidat has been identified as a Gartner Peer Insights Customers' Choice in either a regional segment or overall distinction for enterprise storage.

### **Carrying the torch for enterprise storage**

Channel partners and customers contact me amazed at how many accolades Infinidat wins, and they ask me how we do it. It's rooted in Infinidat's continuous innovation and differentiated formula for combining technical prowess and business value into a powerful solution. When everything is considered across our depth and breadth of solutions innovation, user experience (the industry acclaimed "InfiniBox experience" with our unparalleled white glove service), and flexible consumption models, no other storage company can hold a flame to us.

This is why Infinidat keeps getting recognized on prestigious "top company" lists as a leader in enterprise storage. Much to the delight of our partners, CRN named Infinidat as one of 2024's 50 Coolest Software-Defined Storage Vendors. Infinidat was also named as a CRN Storage Vendor 100 for the fifth consecutive year. Plus, CRN awarded us with a 5-Star Rating for the Infinidat Channel Partner Program for the third consecutive year. Even when we win the equivalent of a Silver Medal or Bronze Medal, we go big, such as being named a finalist by CRN Germany as Infrastructure and Storage Manufacturer of the Year, 2024.

In June, Storage Magazine, UK awarded Infinidat with the 2024 Capacity Storage Vendor of the Year Award and an Editor's Choice Award for enterprise storage product innovation for the InfiniGuard purpose-built backup appliance – plus, three strong Runner-Up recognitions for storage performance, backup, and optimization.

Carrying the torch as a leader in enterprise storage, Infinidat has movers-and-shakers in leadership positions and key roles. Steve Sullivan, Chief Revenue Officer at Infinidat, was named a 2024 Channel Chief by CRN. James "JT" Lewis was named a 2024 Regional Channel Chief for EMEA and APAC by CRN. I'm also proud to say that a member of my own marketing team, Lynsy Marshall, was named a 2024 Top Channel Marketing Leader on the rise. (It's worth noting that my whole marketing team was recognized last year as one of the top 50 marketing teams in the world ... and they have not lost a beat this year, as they have been named a Finalist for the top 50 marketing teams in the world again this year.)





Transforming Infinidat into an award-winning enterprise storage brand has been a major highlight for me as Chief Marketing Officer of Infinidat. Working with my team of talented, hard-working professionals, it's been fun leaping over barriers, reaching new milestones, celebrating the diversity of the team, and marketing some of the storage industry's hottest solutions for data infrastructures.

As a byproduct of our accomplishments as a team, I was recently given two prestigious awards for excellence in marketing. I was awarded a 2024 Top 10 Marketer / CMO Award from OnCon Icon as one of the top marketers in the world. I have also been named to HotTopics' 2024 Global B2B CMO 100 list of the most innovative and effective CMOs in the technology sector. It is great company to be in!

Infinidat has also been recognized beyond accomplishments in inclusiveness. For transparent, inclusive leadership that cultivates a culture of belonging within our organization and with our channel partners, CRN named me as a 2024 Inclusive Channel Leader. This is a special recognition for our commitment to diversity and inclusivity, while making a positive impact across the IT channel. As an industry, we have evolved to value inclusive leadership, and it's worth the effort, spurring a diverse set of new ideas and thought-provoking perspectives.

### **Looking ahead to continue our winning streak**

While it's fun to look back at what we have accomplished in the recent past, we are also looking forward to competing in upcoming product award competitions in the second half of 2024 and into 2025. We are thrilled to enter our next-generation InfiniBox G4 family, which we launched in May 2024 to great fanfare and media visibility, into all the major competitions across the industry.

The new InfiniBox G4 solution is a breakthrough with its leap ahead in performance, delivering an improvement of up to 2.5x. It introduces a new set of foundational elements, powered by InfuzeOS™. The G4 pushes the boundaries of enterprise-class storage solutions by leveraging the next generation of powerful and energy efficient CPU technology. The new solutions are backed by our SLA-driven, enterprise-proven guarantees: performance, 100% availability, cyber resilience, and enhanced data services.

Just like Olympic athletes looking forward to competing at the next Olympic Games, we aim to extend our winning streak, showcasing the incredible innovation of Infinidat's enterprise storage solutions and the capabilities of our company to reach the award podium again and again. Enterprise storage is more like a relay race than a sprint – and when we win, our customers and our partners all win as well.

For every business, winning awards is not just about the glitz and glamour of the ceremony but can also be used as part of an integrated corporate communication plan to generate awareness through media and social channels.