Software-Defined Storage Market by Component, Usage, Organization Size, Application Area - Global Forecast to 2021

Description: Software-Defined Storage Market by Component [Platforms/Solutions (Software-Defined Server, Data Security & Compliance, Controller, Data Management, and Hypervisor), Services], Usage, Organization Size, Application Area - Global Forecast to 2021

The SDS market is estimated to grow from USD 4.72 billion in 2016 to USD 22.56 billion by 2021, at a Compound Annual Growth Rate (CAGR) of 36.7%. The need for handling exponentially growing data volume across enterprises, rise in the “software defined” concept, and the need for cost optimization in data management are some of the driving factors for the SDS market.

The SDS controller solution has been in demand as it automates the flow of stored data to ensure faster functioning of the process based on priority. It facilitates automated network management and makes it easier to integrate and administer business applications. The adoption of this software solution is expected to grow at a faster rate than any other function of the SDS technology.

The healthcare vertical has witnessed the highest adoption of SDS solutions and service. The growing use of internet has revolutionized the healthcare industry by connecting patients and doctors through the launch of various apps for connecting to medical facility and keeping track of medical record anywhere and anytime. This is boosting the data storage market, leading to healthcare being the fastest adopting industry of SDS technology.

Factors such as the availability of IP network infrastructure and powerful penetration of broadband capabilities are driving the SDS market in the APAC region. The APAC region is growing fast as the SMEs in the region are keen on seeking storage virtualization facilities to reduce their IT spending. Also, technological advancements, increased awareness among masses, and lowered costs are the further reasons for the growing need of SDS software solutions and services in the region.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people.

- By Company Type: Tier 1 - 15%, Tier 2 - 25%, and Tier 3 -32% and other-28%
- By Designation: C-level - 72%, Director-level - 16%, and Manager level - 12%
- By Region: North America - 52%, Europe- 36%, Asia-Pacific -7%, and ROW-5%

The platform/solution and service provided by the SDS vendors are different from each other. A company may provide only solution or integration of solutions with some add-on like security feature. As the growing data needs more storage space and better flow for performing critical functions, it is driving the demand for SDS solutions where one can store more data and has the flexibility to access them remotely without much complexity. Innovation in SDS solutions such as launch of ETERNUS CS200c S3 by Fujitsu and release of FlashSoft4 software by Western Digital are strong efforts from vendors to attract customers in the SDS market.

The key vendors in the SDS market profiled in the report are as follows:

1. Dell
2. EMC Corporation
3. Fujitsu Ltd.
4. HPE
5. IBM
7. Netapp Inc.
8. Seagate Technology and Scality
9. VMware Inc.
10. Western Digital Corporation
Reasons To Buy The Report:

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the SDS market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments across the different verticals and regions.

2. The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to better understand the competitors and gain more insights to better their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, and mergers and acquisitions.

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Market Scope
   1.3.1 Markets Covered
   1.3.1 Markets Covered
   1.4 Currency
   1.5 Limitations
   1.6 Stakeholders

2 Research Methodology
   2.1 Research Data
   2.1.1 Secondary Data
   2.1.1.1 Key Data From Secondary Sources
   2.1.2 Primary Data
   2.1.2.1 Data From Primary Sources
   2.1.2.2 Key Industry Insights
   2.1.2.3 Breakdown of Primaries
   2.2 Market Size Estimation
   2.2.1 Bottom-Up Approach
   2.2.2 Top-Down Approach
   2.3 Market Breakdown and Data Triangulation
   2.4 Research Assumptions

3 Executive Summary

4 Premium Insights
   4.1 Attractive Market Opportunities in the Software-Defined Storage Market
   4.2 Market: Top Three Solution Segments
   4.3 Market Analysis Across Top Three Regions and Verticals in 2016
   4.4 Asia-Pacific is Expected to Showcase the Highest Growth Rate During the Forecast Period
   4.5 Life Cycle Analysis, By Region

5 Software-Defined Storage Market Overview
   5.1 Introduction
   5.2 Evolution
   5.3 Market Segmentation
   5.3.1 By Component
   5.3.1.1 By Platform/Solution
   5.3.1.2 By Service
   5.3.2 By Usage Type
   5.3.3 By Organization Size
   5.3.4 By Application Area
   5.3.5 By Region
   5.4 Market Dynamic
   5.4.1 Drivers
   5.4.1.1 Exponential Growth in the Volume of Data Across Enterprises
   5.4.1.2 Rise of Software-Defined(Sd) Concept
5.4.1.3 Cost Optimization in Managing Hardware
5.4.2 Restraints
5.4.2.1 Absence of Skilled Workforce for Effective Deployment of SDS Infrastructure
5.4.2.2 Security and Reliability Concerns in Virtual Cloud Storage
5.4.3 Opportunities
5.4.3.1 Downtime Avoidance of Storage Infrastructure
5.4.3.2 Competitive Market Environment
5.4.4 Challenges
5.4.4.1 Avoiding Vendor Lock in
5.4.4.2 Data Management for Enterprises

6 Software-Defined Storage Market: Industry Trends
6.1 Introduction
6.2 Standards and Regulations
6.3 SDS Value Chain
6.3.1 Market Value-Chain Analysis

7 Software-Defined Storage Market Analysis, By Component
7.1 Introduction
7.2 Platforms/Solutions
7.2.1 Software-Defined Storage Server
7.2.2 Data Security and Compliance Software
7.2.3 Software-Defined Storage Controller Software
7.2.4 Data Management
7.2.5 Storage Hypervisor
7.3 Services
7.3.1 Support and Maintenance
7.3.2 Deployment and Testing
7.3.3 Training and Consulting
7.3.4 Security
7.3.5 Others

8 Software Defined Storage Market Analysis, By Usage
8.1 Introduction
8.2 Surveillance
8.3 Data-Backup and Disaster-Recovery
8.4 Storage Provisioning and High Availability
8.5 Others

9 Software Defined Storage Market Analysis, By Organization Size
9.1 Introduction
9.2 Small and Medium Enterprises (SMES)
9.3 Large Enterprises

10 Software-Defined Storage Market Analysis, By Application Area
10.1 Introduction
10.2 Education
10.3 Telecom and Ites
10.4 Logistics and Warehouse
10.5 Healthcare
10.6 Media and Entertainment
10.7 Banking, Financial Services, and Insurance (BFSI)
10.8 Others

11 Geographic Analysis
11.1 Introduction
11.2 North America
11.3 Europe
11.4 Asia-Pacific
11.5 Middle East and Africa
11.6 Latin America

12 Competitive Landscape
12.1 Overview
12.2 Competitive Situation and Trends
12.2.1 New Product Launches and Enhancements
12.2.2 Partnerships, Agreements and Collaboration
12.2.3 Mergers and Acquisitions
12.2.4 Product Portfolio Comparison

13 Company Profiles
13.1 Introduction
13.2 Dell
13.3 EMC Corporation*
13.4 Fujitsu Ltd.
13.5 Hewlett Packard Enterprise Development LP
13.6 International Business Machines Corporation
13.7 Citrix Systems Inc.
13.8 Netapp, Inc.
13.9 Seagate Technology and Scality*
13.10 Vmware Inc.
13.11 Western Digital Corporation

14 Key Innovators
14.1 Atlantis Computing, Inc.
14.2 Datacore Software Corporation
14.3 Ericsson
14.4 Intel Corporation
14.5 Maxta, Inc.
14.6 Microsoft
14.7 Nexenta System
14.8 Nutanix
14.9 Pivot3
14.10 Swiftstack Inc.

15 Appendix

List of Tables (101 Tables)

Table 1 Global Software-Defined Storage Market Size, 2016-2021 (USD Billion)
Table 2 Major Governance, Risk, and Compliance Standards and Regulations
Table 3 Market Size, By Component, 2014-2021 (USD Million)
Table 4 Market Size, By Platforms/Solutions, 2014-2021 (USD Million)
Table 5 Software-Defined Storage Server: Market Size, By Usage, 2014-2021 (USD Million)
Table 6 Software-Defined Storage Server: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 7 Software-Defined Storage Server: Market Size, By Application Area, 2014-2021 (USD Million)
Table 8 Software-Defined Storage Server: Market Size, By Region, 2014-2021 (USD Million)
Table 9 Data Security and Compliance Software: Market Size, By Usage, 2014-2021 (USD Million)
Table 10 Data Security and Compliance Software: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 11 Data Security and Compliance Software: Market Size, By Application Area, 2014-2021 (USD Million)
Table 12 Data Security and Compliance Software: Market Size, By Region, 2014-2021 (USD Million)
Table 13 Software-Defined Storage Controller Software: Market Size, By Usage, 2014-2021 (USD Million)
Table 14 Software-Defined Storage Controller Software: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 15 Software-Defined Storage Controller Software: Market Size, By Application Area, 2014-2021 (USD Million)
Table 16 Software-Defined Storage Controller Software: Market Size, By Region, 2014-2021 (USD Million)
Table 17 Data Management: Market Size, By Usage, 2014-2021 (USD Million)
Table 18 Data Management: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 19 Data Management: Market Size, By Application Area, 2014-2021 (USD Million)
Table 20 Data Management: Market Size, By Region, 2014-2021 (USD Million)
Table 21 Storage Hypervisor: Market Size, By Usage, 2014-2021 (USD Million)
Table 22 Storage Hypervisor: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 23 Storage Hypervisor: Market Size, By Application Area, 2014-2021 (USD Million)
Table 24 Storage Hypervisor: Market Size, By Region, 2014-2021 (USD Million)
Table 25 Software-Defined Storage Market Size, By Service, 2014-2021 (USD Million)
Table 26 Support and Maintenance: Market Size, By Usage, 2014-2021 (USD Million)
Table 27 Support and Maintenance: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 28 Support and Maintenance: Market Size, By Application Area, 2014-2021 (USD Million)
Table 29 Support and Maintenance: Market Size, By Region, 2014-2021 (USD Million)
Table 30 Deployment and Testing: Market Size, By Usage, 2014-2021 (USD Million)
Table 31 Deployment and Testing: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 32 Deployment and Testing: Market Size, By Application Area, 2014-2021 (USD Million)
Table 33 Deployment and Testing: Market Size, By Region, 2014-2021 (USD Million)
Table 34 Training and Consulting: Market Size, By Usage, 2014-2021 (USD Million)
Table 35 Training and Consulting: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 36 Training and Consulting: Market Size, By Application Area, 2014-2021 (USD Million)
Table 37 Training and Consulting: Market Size, By Region, 2014-2021 (USD Million)
Table 38 Security: Market Size, By Usage, 2014-2021 (USD Million)
Table 39 Security: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 40 Security: Market Size, By Application Area, 2014-2021 (USD Million)
Table 41 Security: Market Size, By Region, 2014-2021 (USD Million)
Table 42 Others: Market Size, By Usage, 2014-2021 (USD Million)
Table 43 Others: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 44 Others: Market Size, By Application Area, 2014-2021 (USD Million)
Table 45 Others: Market Size, By Region, 2014-2021 (USD Million)
Table 46 Software Defined Storage Market Size, By Usage, 2014-2021 (USD Million)
Table 47 Surveillance: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 48 Surveillance: Market Size, By Application Area, 2014-2021 (USD Million)
Table 49 Data-Backup and Disaster-Recovery: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 50 Data-Backup and Disaster-Recovery: Market Size, By Application Area, 2014-2021 (USD Million)
Table 51 Storage Provisioning and High Availability: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 52 Storage Provisioning and High Availability: Market Size, By Application Area, 2014-2021 (USD Million)
Table 53 Others: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 54 Others: Market Size, By Application Area, 2014-2021 (USD Million)
Table 55 Software Defined Storage Market Size, By Organization Size, 2014-2021 (USD Million)
Table 56 Small and Medium Businesses: Market Size, By Region, 2014-2021 (USD Million)
Table 57 Large Enterprises: Market Size, By Region, 2014-2020 (USD Million)
Table 58 Software-Defined Storage Market Size, By Application Area, 2014-2021 (USD Million)
Table 59 Education: Market Size, By Region, 2014-2021 (USD Million)
Table 60 Telecom and Ites: Market Size, By Region, 2014-2021 (USD Million)
Table 61 Logistics and Warehouse: Market Size, By Region, 2014-2021 (USD Million)
Table 62 Healthcare: Market Size, By Region, 2014-2021 (USD Million)
Table 63 Media and Entertainment: Market Size, By Region, 2014-2021 (USD Million)
Table 64 Banking, Financial Services, and Insurance: Market Size, By Region, 2014-2021 (USD Million)
Table 65 Others: Market Size, By Region, 2014-2021 (USD Million)
Table 66 Software Defined Storage Market Size, By Region, 2014-2021 (USD Million)
Table 67 North America: Market Size, By Component, 2014-2021 (USD Million)
Table 68 North America: Market Size, By Platform/Solution, 2014-2021 (USD Million)
Table 69 North America: Market Size, By Service, 2014-2021 (USD Million)
Table 70 North America: Market Size, By Usage, 2014-2021 (USD Million)
Table 71 North America: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 72 North America: Market Size, By Application Area, 2014-2021 (USD Million)
Table 73 Europe: Market Size, By Component, 2014-2021 (USD Million)
Table 74 Europe: Market Size, By Platform/Solution, 2014-2021 (USD Million)
Table 75 Europe: Market Size, By Service, 2014-2021 (USD Million)
Table 76 Europe: Market Size, By Usage, 2014-2021 (USD Million)
Table 77 Europe: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 78 Europe: Market Size, By Application Area, 2014-2021 (USD Million)
Table 79 Asia-Pacific: Market Size, By Component, 2014-2021 (USD Million)
Table 80 Asia-Pacific: Market Size, By Platform/Solution, 2014-2021 (USD Million)
Table 81 Asia-Pacific: Market Size, By Service, 2014-2021 (USD Million)
Table 82 Asia-Pacific: Market Size, By Usage, 2014-2021 (USD Million)
Table 83 Asia-Pacific: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 84 Asia-Pacific: Market Size, By Application Area, 2014-2021 (USD Million)
Table 85 Middle East and Africa: Market Size, By Component, 2014-2021 (USD Million)
Table 86 Middle East and Africa: Market Size, By Platform/Solution, 2014-2021 (USD Million)
Table 87 Middle East and Africa: Market Size, By Service, 2014-2021 (USD Million)
Table 88 Middle East and Africa: Market Size, By Usage, 2014-2021 (USD Million)
Table 89 Middle East and Africa: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 90 Middle East and Africa: Market Size, By Application Area, 2014-2021 (USD Million)
Table 91 Latin America: Market Size, By Component, 2014-2021 (USD Million)
Table 92 Latin America: Market Size, By Platform/Solution, 2014-2021 (USD Million)
Table 93 Latin America: Market Size, By Service, 2014-2021 (USD Million)
Table 94 Latin America: Market Size, By Usage, 2014-2021 (USD Million)
Table 95 Latin America: Market Size, By Organization Size, 2014-2021 (USD Million)
Table 96 Latin America: Software-Defined Storage Market Size, By Application Area, 2014-2021 (USD Million)
Table 97 New Product Launches and Enhancements, 2014-2016
Table 98 Partnerships, Agreements, and Collaborations, 2014-2016
Table 99 Mergers and Acquisitions, 2014-2016
Table 100 New Product Launches and Enhancements, 2014-2016
Table 101 Partnerships, Agreements, and Collaborations, 2014-2016

List of Figures (58 Figures)

Figure 1 Global Software-Defined Storage Market: Research Design
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Market Breakdown and Data Triangulation
Figure 5 Market Size, 2014-2021 (USD Million)
Figure 6 Software-Defined Storage Platforms/Solutions Market Snapshot (2016 vs 2021)
Figure 7 Software-Defined Storage Service Market Snapshot (2016 vs 2021)
Figure 8 Global Software Defined Storage Market Analysis, By Platforms/Solutions, 2016
Figure 9 North America is Expected to Showcase the Highest Adoption in the Software-Defined Storage Market
Figure 10 North American Enterprises are Investing Substantial Share of Their Revenue in Software-Defined Storage Platforms/Solutions and Services
Figure 11 Global Software-Defined Storage Market is Expected to Grow Significantly During the Forecast Period
Figure 12 Data Security and Compliance Software, Storage Hypervisor, and Storage-Defined Controller Software are the Most Crucial Segments in Terms of Revenue Generation for SDS Vendors
Figure 13 BFSI, Healthcare, and Energy & Utility Sectors are Expected to Be the Major Areas of Investment Across North America, Europe, and Asia-Pacific
Figure 14 Software-Defined Storage Adoption in Asia-Pacific Driven By Rapid Digitalization and Advancements in IT Infrastructure
Figure 15 North America and Europe Have Been the Major Contributors in Adoption and Developments of the Software-Defined Storage Market
Figure 16 Software-Defined Storage Evolution From 1920 to 2015
Figure 17 Market Segmentation: By Component
Figure 18 Market Segmentation: By Platforms/Solutions
Figure 19 Market Segmentation: By Service
Figure 20 Market Segmentation: By Usage Type
Figure 21 Market Segmentation: By Organization Size
Figure 22 Market Segmentation: By Vertical
Figure 23 Market Segmentation: By Region
Figure 24 Market Drivers, Restraints, Opportunities, and Challenges
Figure 25 Market Value Chain Analysis
Figure 26 Software-Defined Storage Software and Service Types
Figure 27 Global Software-Defined Storage Platforms/Solutions and Service Adoption Trend
Figure 28 SDS Controller Software is Essentially the Most Critical Solution Component of Software-Defined Storage Offering
Figure 29 Support and Maintenance Services Segment is Expected to Lead the Software-Defined Storage Market With Increase in Adoption of Software-Defined Storage Solutions
Figure 30 Storage Provisioning and High Availability is Expected to Showcase the Highest CAGR
Figure 31 Large Enterprises are Expected to Showcase the Highest Software Defined Storage Adoption, While SMES are Projected to Highest Growth Rate
Figure 32 Telecom & ITs and Healthcare Application Areas are Expected to Have the Highest CAGR During the Forecast Period
Figure 33 Asia-Pacific is Projected to Exhibit the Highest Growth in the Software-Defined Storage Market
Figure 34 North America and Europe are the Most Attractive Markets for Investments, 2016-2021
Figure 35 Asia-Pacific Expected to Grow at the Highest CAGR, 2016-2021
Figure 36 North America Market Snapshot
Figure 37 Europe Market Snapshot
Figure 38 Asia-Pacific Market Snapshot
Figure 39 Companies Adopted Partnership and Agreement as the Key Growth Strategy Over the Last Three Years
Figure 40 Market Evaluation Framework
Figure 41 Battle for Market Share: Partnerships and Collaboration Was the Key Strategy for the Growth of the SDS Market
Figure 42 Product Portfolio Comparison, 2014-2016
Figure 43 Geographic Revenue Mix of Top 4 Players
Figure 44 Dell: SWOT Analysis
Figure 45 EMC Corporation: Company Snapshot
Figure 46 EMC Corporation: SWOT Analysis
Figure 47 Fujitsu Ltd.: Company Snapshot
Figure 48 Fujitsu: SWOT Analysis
Figure 49 Hewlett Packard Enterprise Development LP: Company Snapshot
Figure 50 Hewlett Packard Enterprise: SWOT Analysis
Figure 51 International Business Machines Corporation: Company Snapshot
Figure 52 IBM: SWOT Analysis
Figure 53 Citrix Systems Inc.: Company Snapshot
Figure 54 Netapp, Inc.: Company Snapshot
Figure 55 Seagate Technologies: Company Snapshot
Figure 56 Scality: Company Snapshot
Figure 57 VMware: Company Snapshot
Figure 58 Western Digital Corporation: Company Snapshot

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