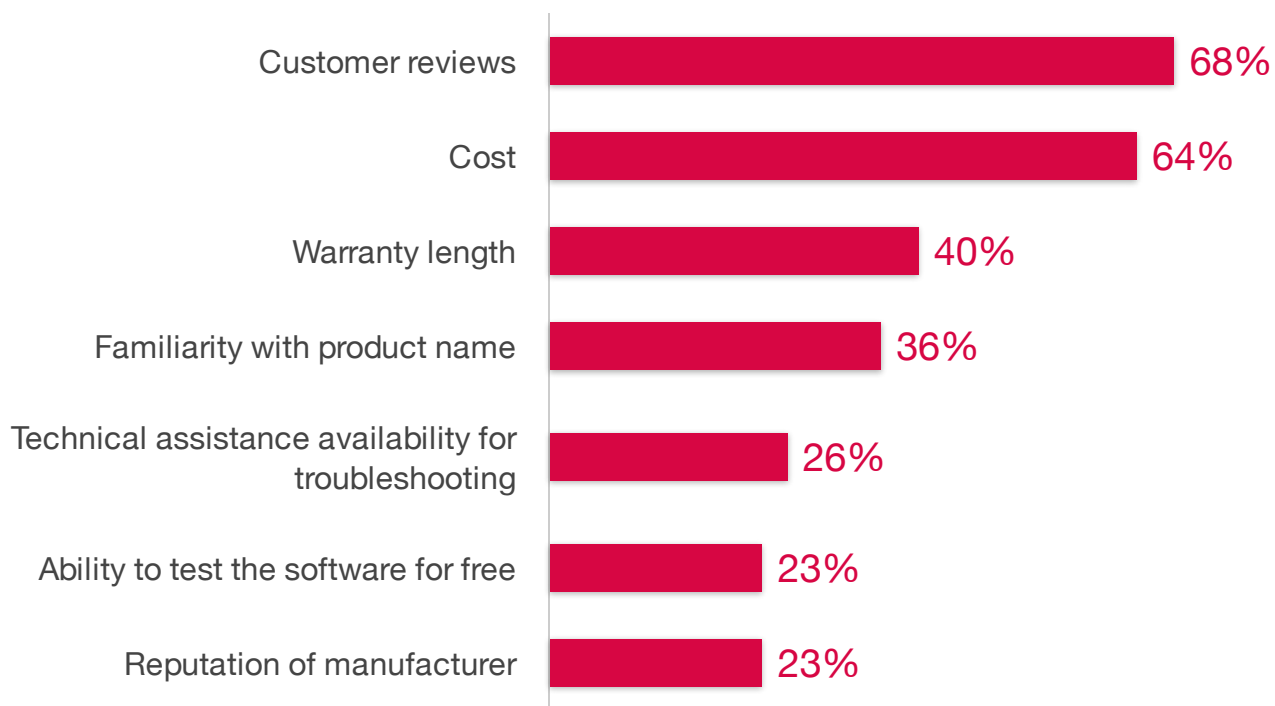# The Most Important Factors for Large Enterprise Organizations

Which factors are most important to your organization when choosing data storage solutions?

Factor	Percentage
Customer reviews	68%
Cost	64%
Warranty length	40%
Familiarity with product name	36%
Technical assistance availability for troubleshooting	26%
Ability to test the software for free	23%
Reputation of manufacturer	23%

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