

# FCoE Switch Brand Leader Report

November 2011

Brand201138- Copyright © 2011 IT Brand Pulse



# FCoE Switch Brand Leader Survey Methodology

- **Brand Leader Reports are designed to measure the pulse of brand leadership in specific product categories using surveys with at least 100 respondents.**
- **The FCoE Switch Brand Leader Survey was conducted in October, 2011 and published in November, 2011.**
  - Respondents were solicited from approximately 1 million members of 99 on-line IT groups, and from the IT Brand Pulse end-user database.
  - One hundred ninety-one IT Pros completed this survey.
  - Responses were collected using an on-line survey engine.
- **In each part respondents were provided with a list of vendors and asked six questions:**
  1. Who do you perceive as the FCoE Switch **market** leader?
  2. Who do you perceive as the FCoE Switch **price** leader?
  3. Who do you perceive as the FCoE Switch **performance** leader?
  4. Who do you perceive as the FCoE Switch **reliability** leader?
  5. Who do you perceive as the FCoE Switch **service & support** leader?
  6. Who do you perceive as the FCoE Switch **innovation** leader?

# Summary Analysis

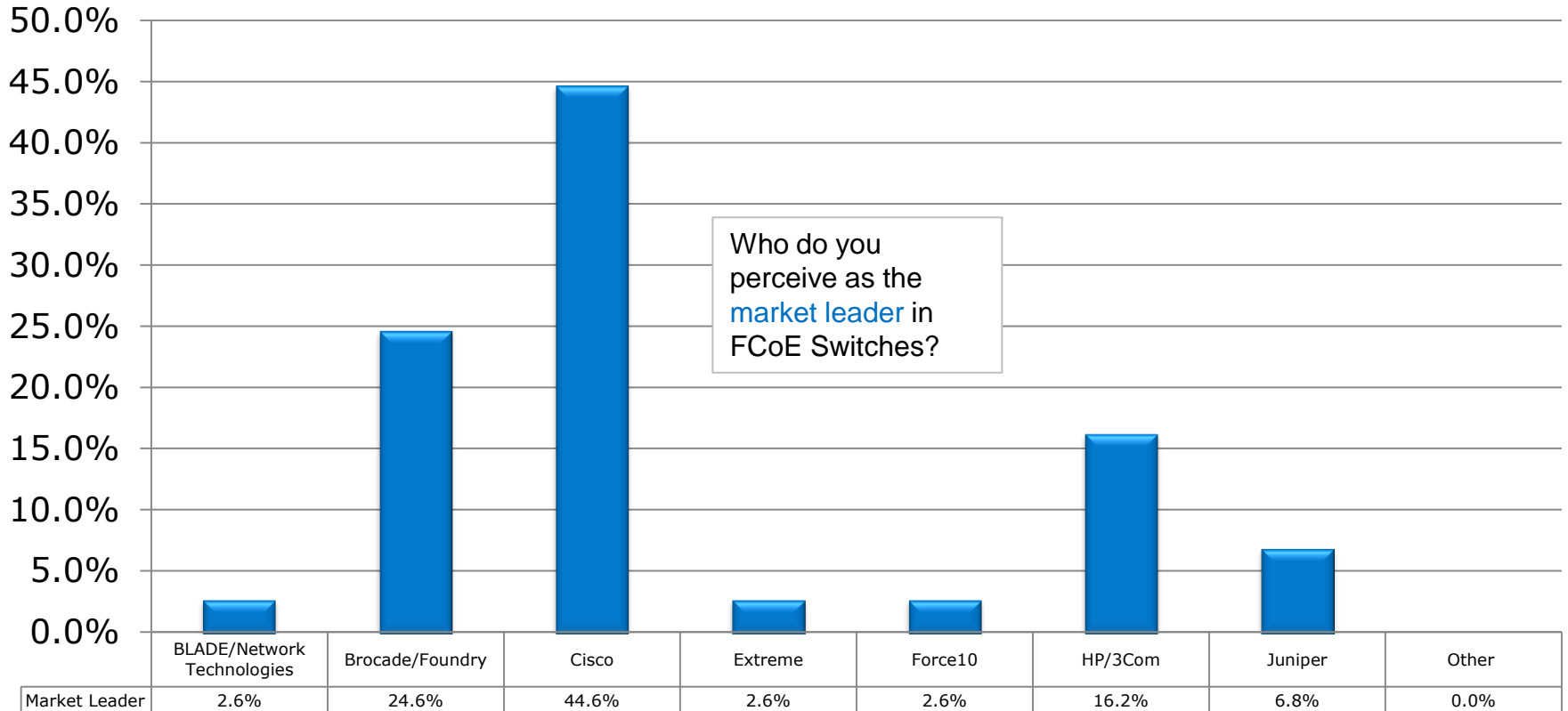
- **Cisco chosen as FCoE Switch Market Leader for Third Consecutive Year**
  - Cisco, who led the industry initiative to create the standard, and invests most in educating customers about the benefits of FCoE, is now reaping a return on their investment. With 20% separating 1st place and 2nd place, almost half of the IT professionals polled, chose Cisco for the third year in a row as the FCoE Switch Market Leader.
- **Brocade, Cisco and HP Tie for FCoE Switch Price Leader**
  - During the last year, Brocade and HP have stepped up their commitment to converged networking with new FCoE switches, marketing programs promoting the new products, and more aggressive pricing in the field. IT pros have taken notice, as equal numbers of respondents selected Brocade, Cisco and HP as the FCoE Switch Price Leader.
- **Cisco selected as FCoE Switch Performance Leader**
  - Once again, IT Pros voted for Cisco as the FCoE Switch Performance Leader. Brocade placed 2nd and Juniper placed 3rd. Looking towards next year, expect Cisco to be tough to unseat with their recent introduction of the Cisco Nexus 7000 F2-Series Module which allows an 18-slot chassis to scale-up to 768 ports at wire-rate performance.
- **Cisco perceived as FCoE Switch Reliability Leader**
  - For the second consecutive year, Cisco, Brocade and HP ran 1st, 2nd and 3rd in voting for FCoE Switch Reliability Leader.
- **Cisco dominates voting for FCoE Switch Service & Support**
  - Cisco, HP and Brocade placed 1st, 2nd and 3rd in voting for FCoE Switch Service & Support Leader. Cisco overwhelmed the voting in this category with the largest spread between 1st and 2nd place.
- **Cisco is FCoE Switch Innovation Leader**
  - Cisco, Brocade and HP were 1st, 2nd and 3rd in voting for FCoE Switch Innovation Leader. Expect Cisco to receive recognition next year in this category for groundbreaking enhancements such as multi-hop FCoE which were recently introduced with the Cisco Nexus 7000 F2-Series Module.

# 2011 Survey Results



# Market Leader

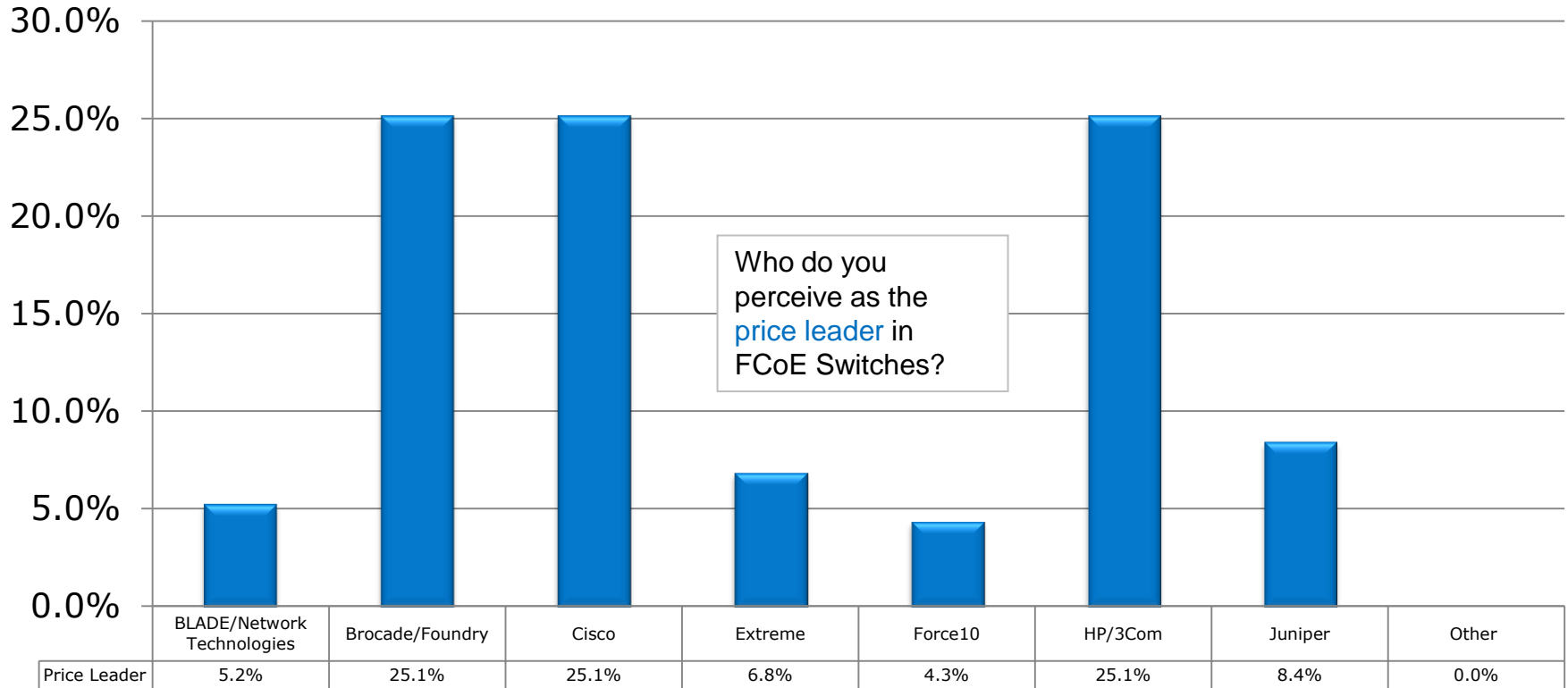
## FCoE Switch Brand Leader Survey: November 2011





# Price Leader

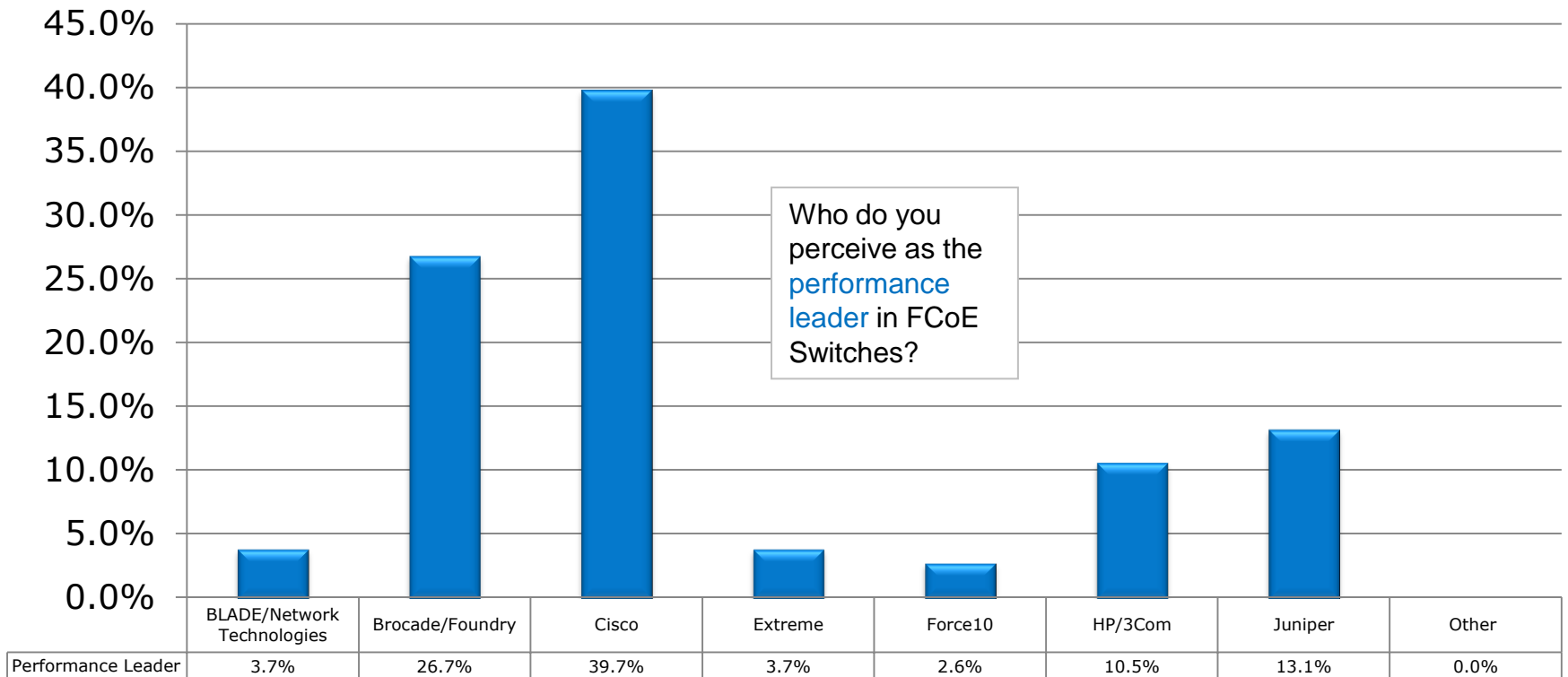
## FCoE Switch Brand Leader Survey: November 2011





# Performance Leader

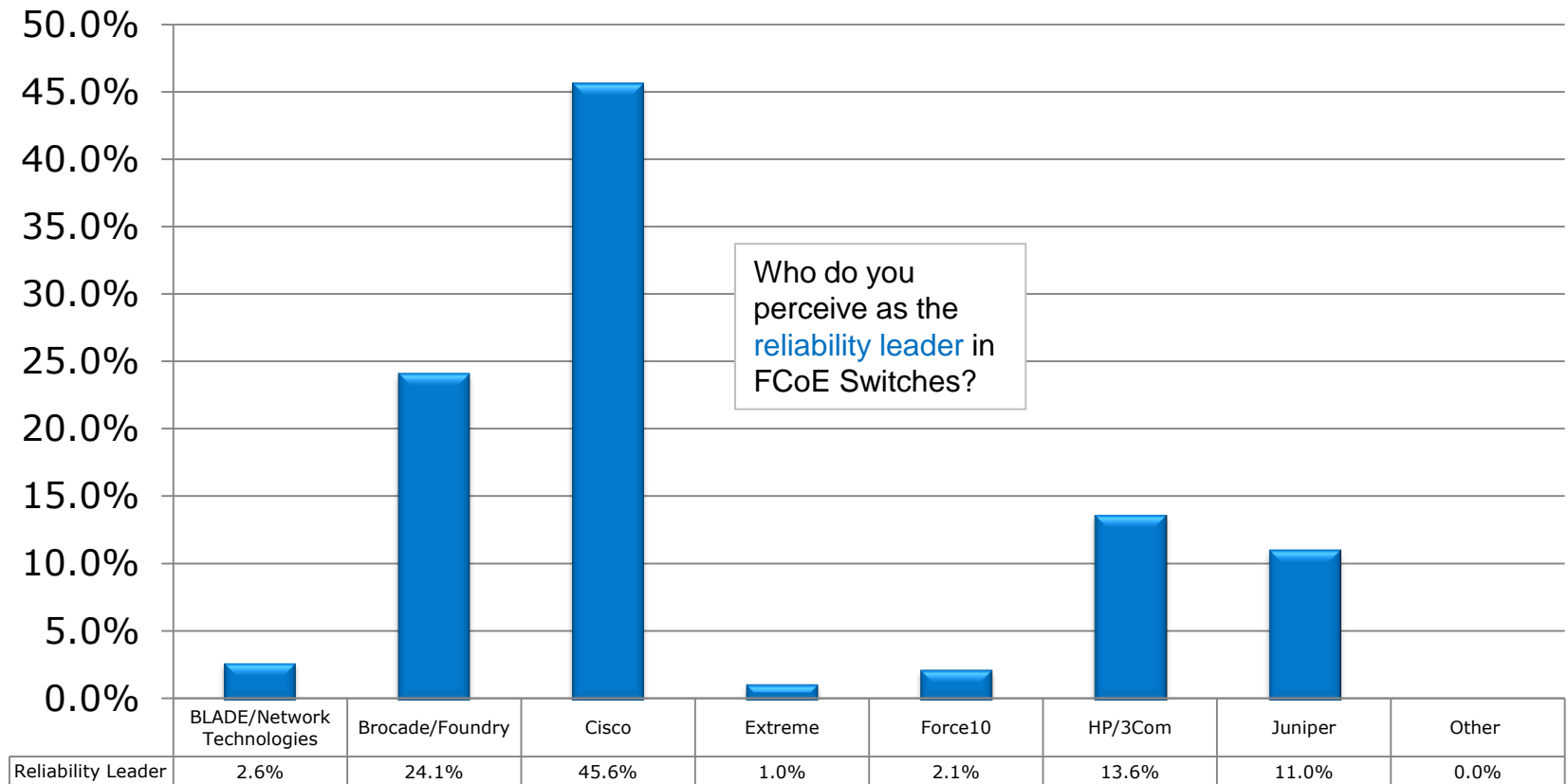
## FCoE Switch Brand Leader Survey: November 2011





# Reliability Leader

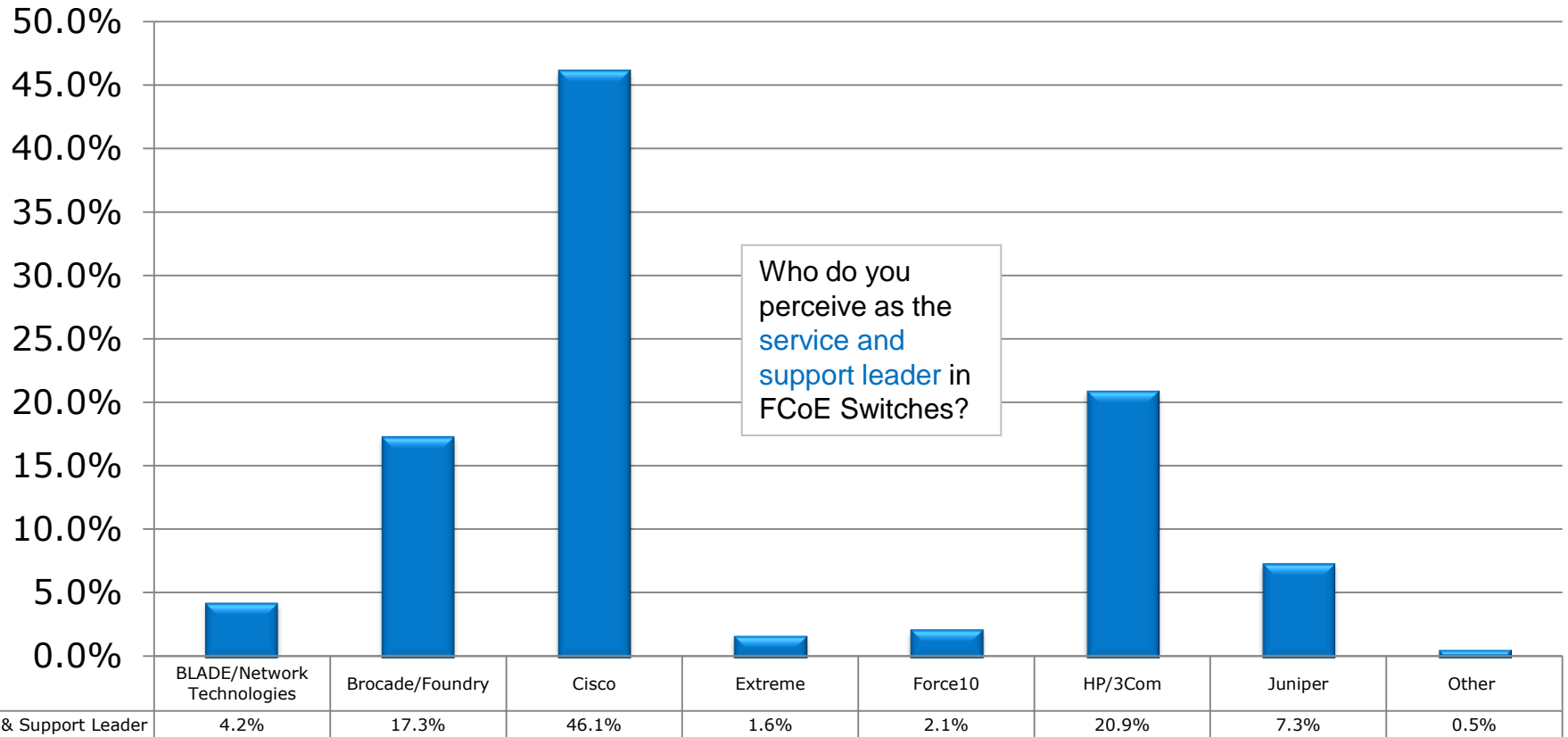
## FCoE Switch Brand Leader Survey: November 2011





# Service & Support Leader

## FCoE Switch Brand Leader Survey: November 2011

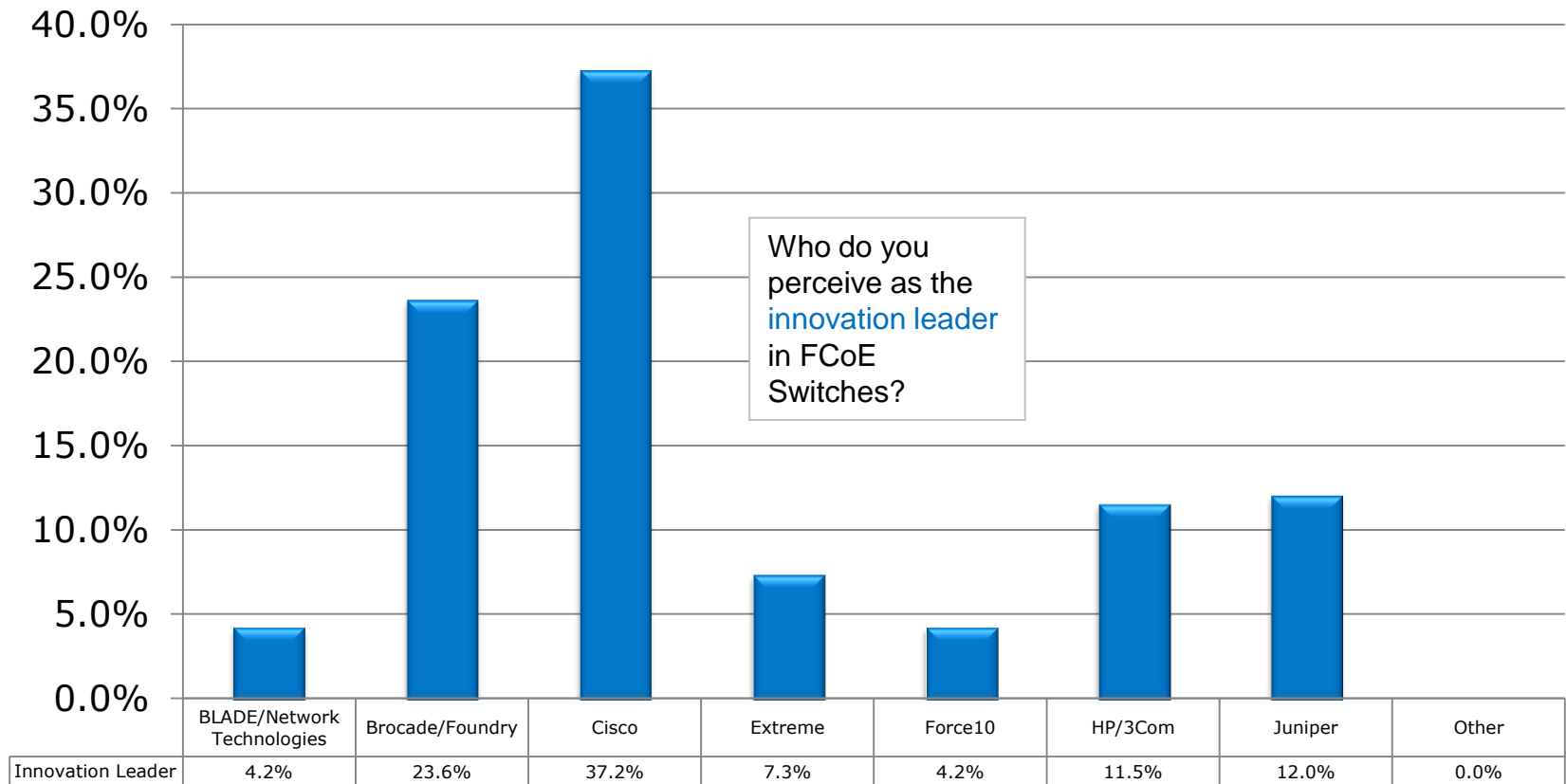




**FCoE Switches**  
**November 2011**

# Innovation Leader

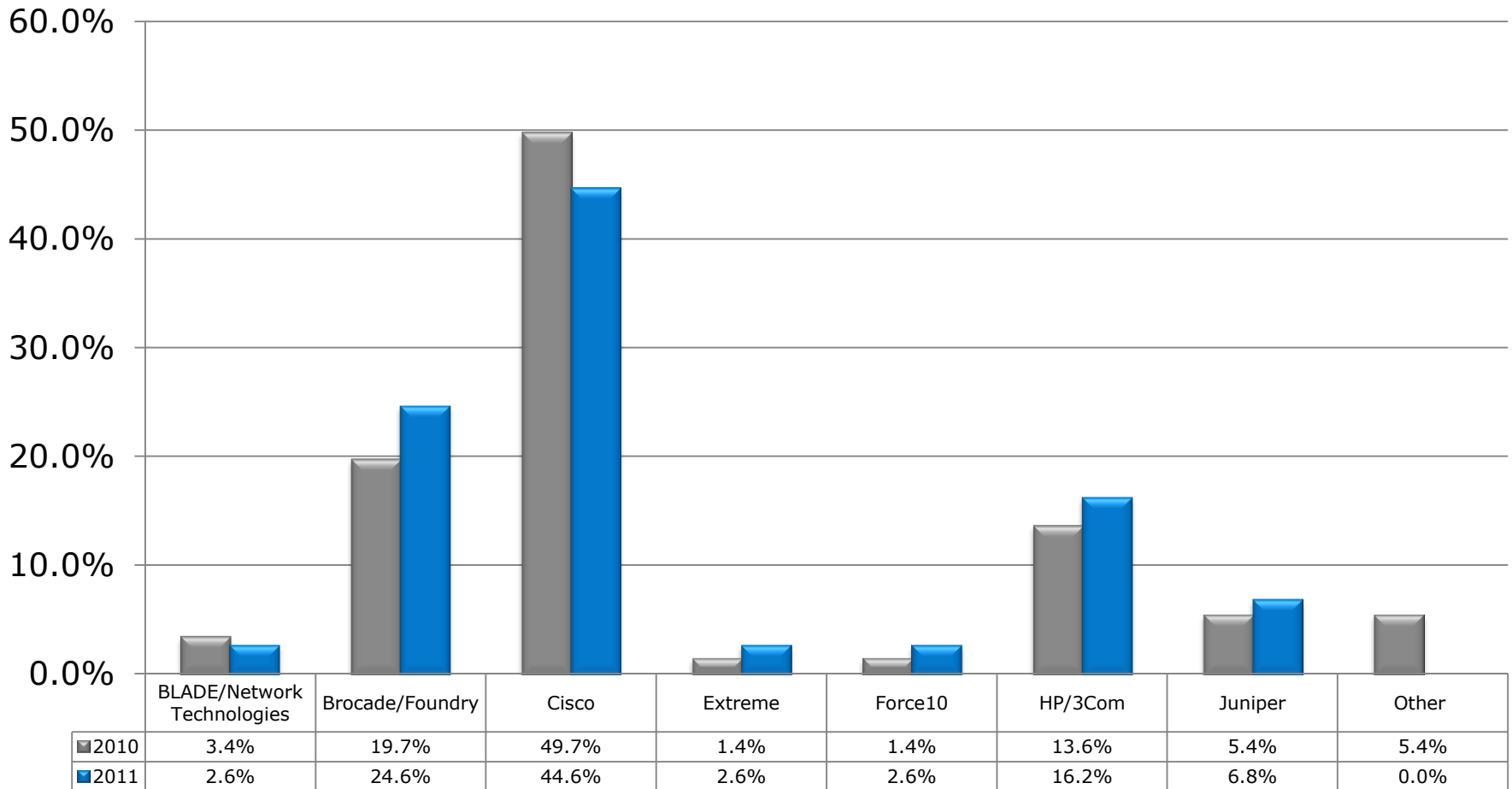
## FCoE Switch Brand Leader Survey: November 2011



# 2010 versus 2011

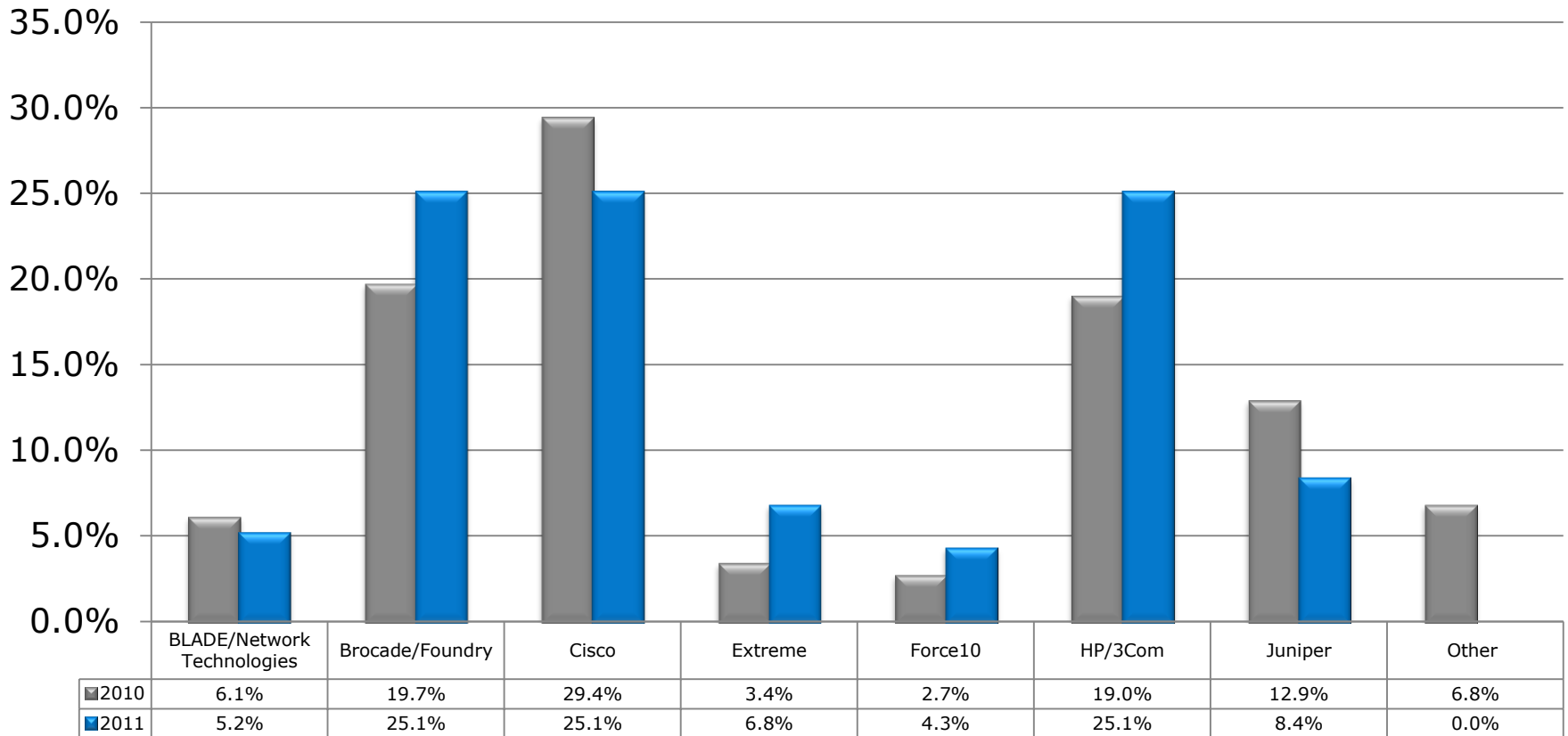
# Market Leader

## FCoE Switch Brand Leader Survey: 2010 vs. 2011



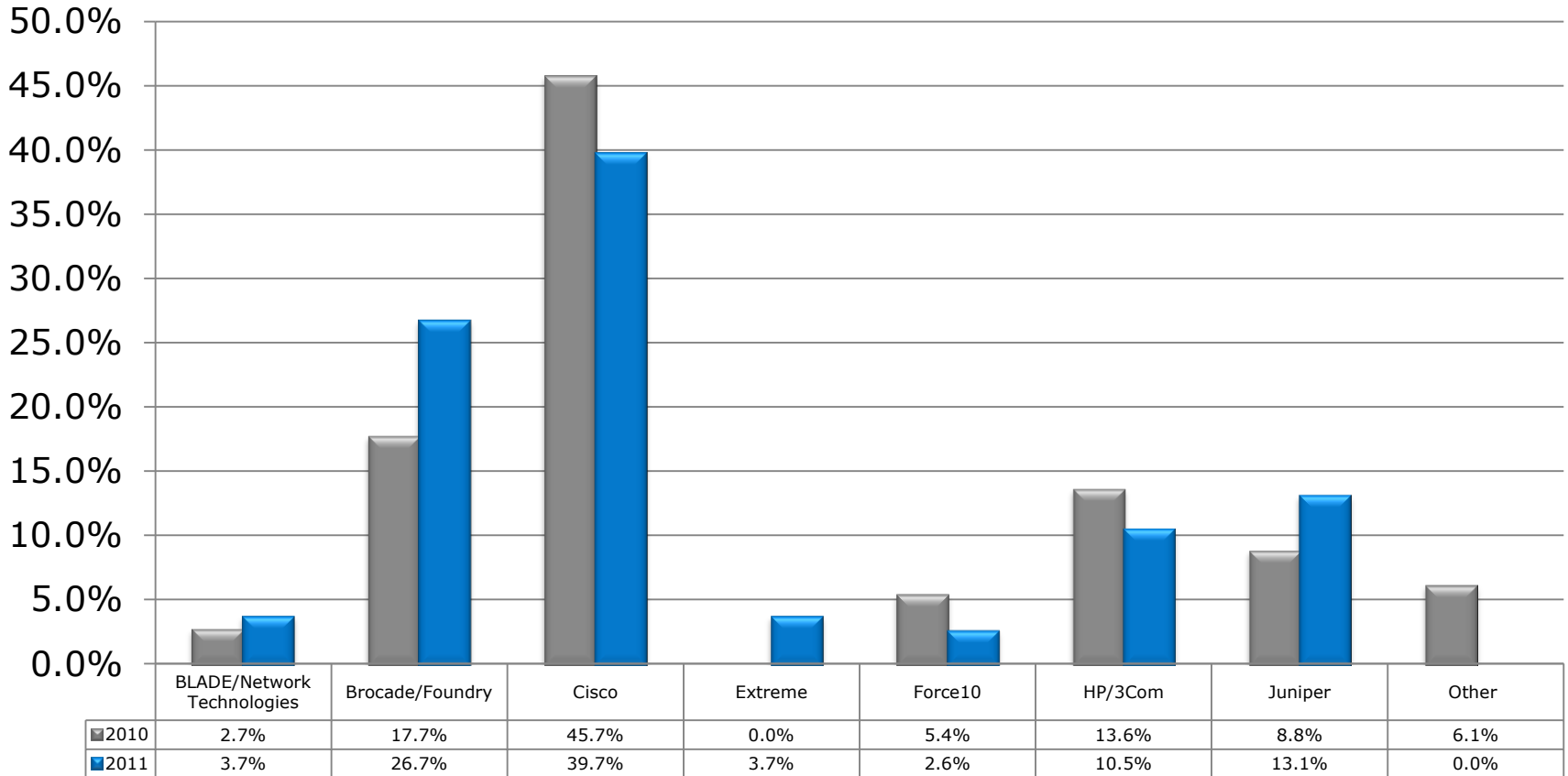
# Price Leader

## FCoE Switch Brand Leader Survey: 2010 vs. 2011



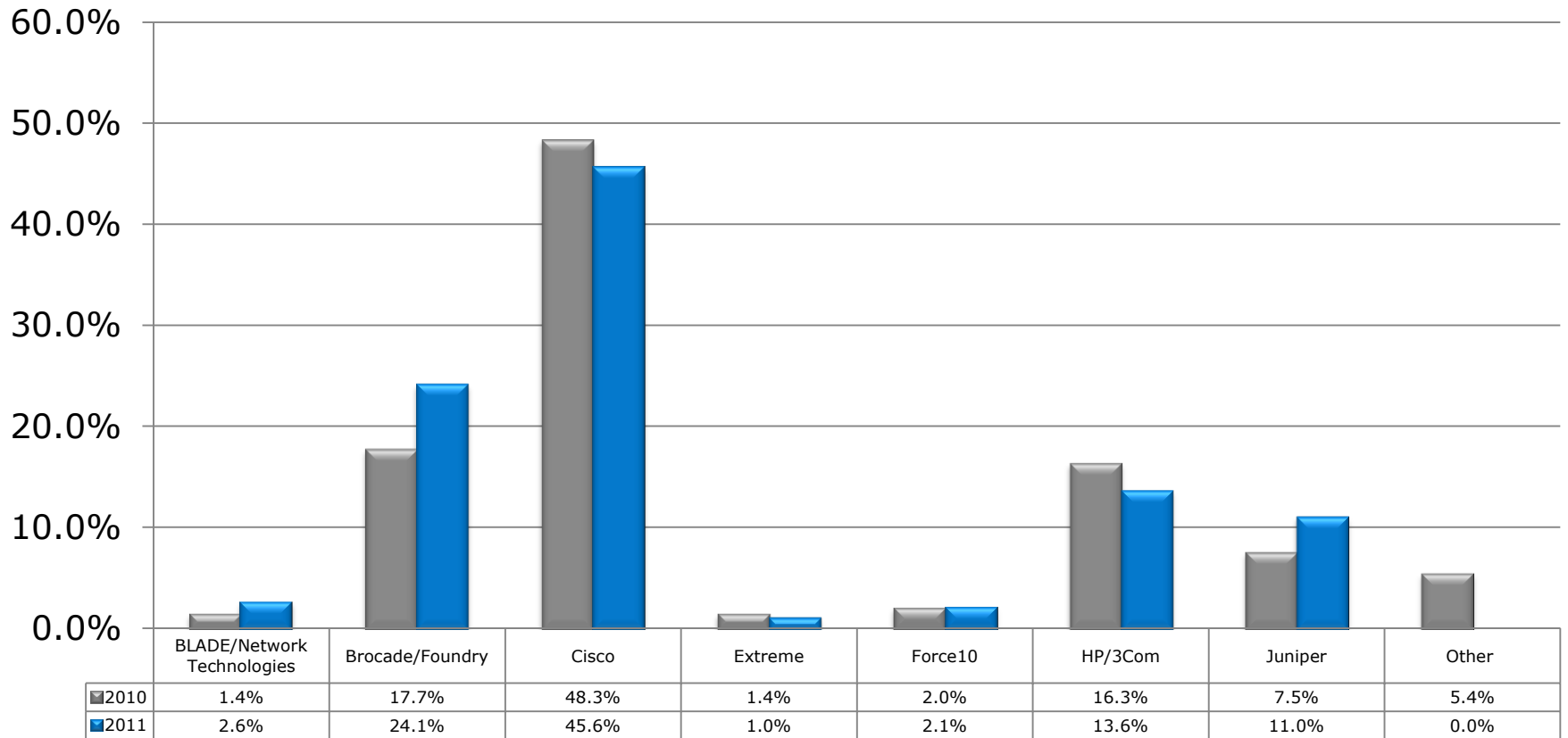
# Performance Leader

## FCoE Switch Brand Leader Survey: 2010 vs. 2011



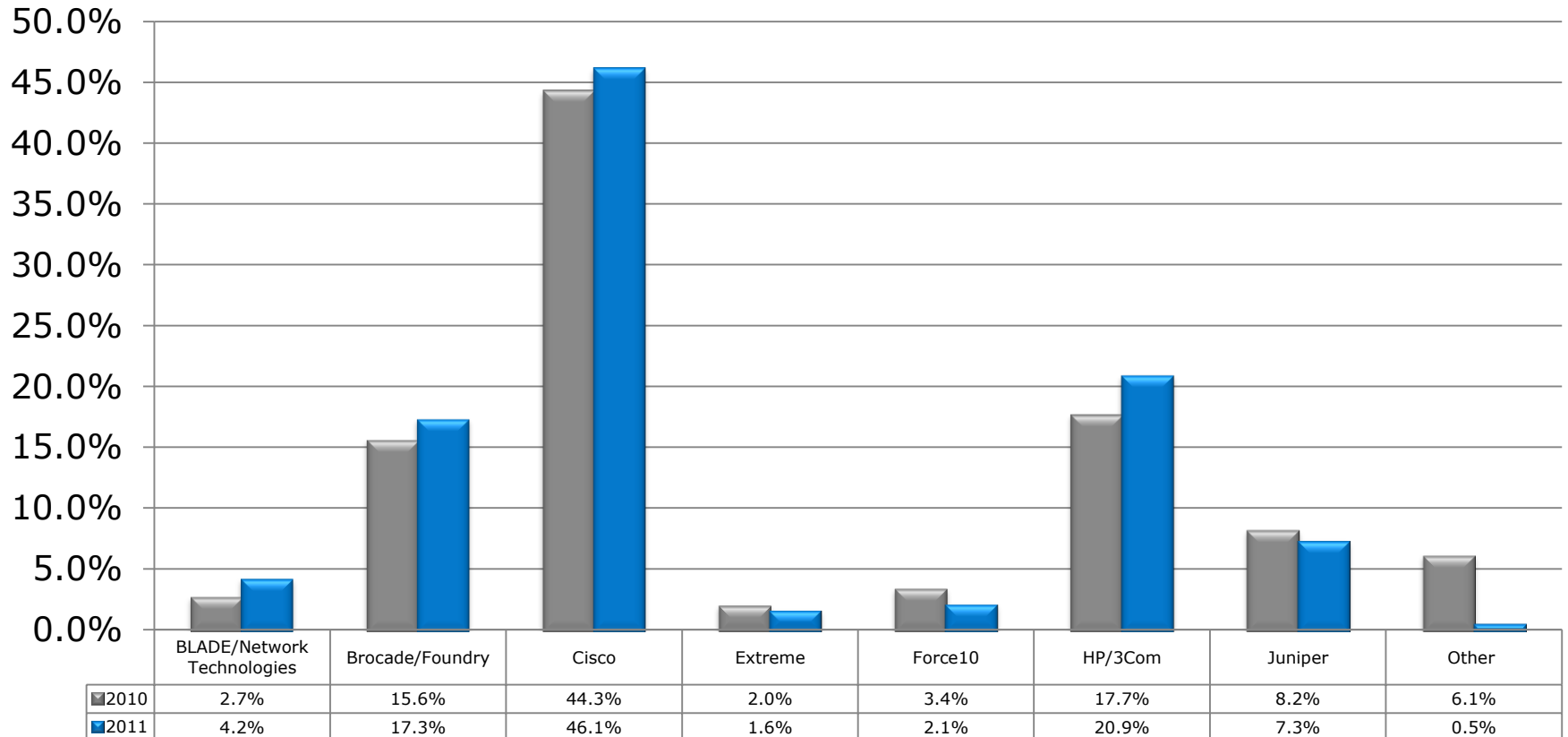
# Reliability Leader

## FCoE Switch Brand Leader Survey: 2010 vs. 2011



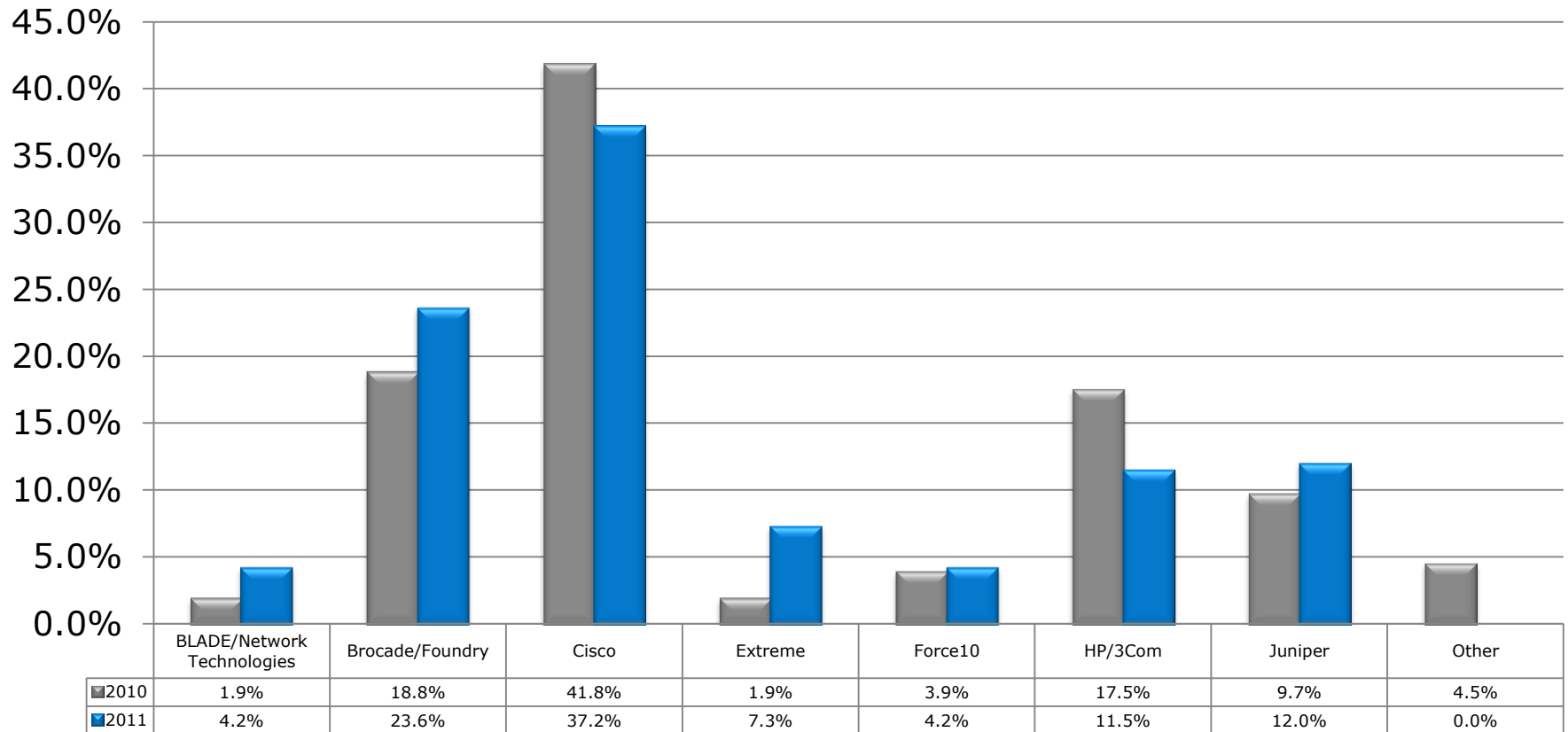
# Service & Support Leader

## FCoE Switch Brand Leader Survey: 2010 vs. 2011



# Innovation Leader

## FCoE Switch Brand Leader Survey: 2010 vs. 2011



# FCoE Switch Brand Leader Survey Data

FCoE Switches	BLADE/ Network Technologies	Brocade/ Foundry	Cisco	Extreme	Force10	HP/3Com	Juniper	Other	Total
<b>November 2011</b>									
Market Leader	2.6%	24.6%	<b>44.6%</b>	2.6%	2.6%	16.2%	6.8%	0.0%	100.0%
Price Leader	5.2%	<b>25.1%</b>	<b>25.1%</b>	6.8%	4.3%	<b>25.1%</b>	8.4%	0.0%	100.0%
Performance Leader	3.7%	26.7%	<b>39.7%</b>	3.7%	2.6%	10.5%	13.1%	0.0%	100.0%
Reliability Leader	2.6%	24.1%	<b>45.6%</b>	1.0%	2.1%	13.6%	11.0%	0.0%	100.0%
Service & Support Leader	4.2%	17.3%	<b>46.1%</b>	1.6%	2.1%	20.9%	7.3%	0.5%	100.0%
Innovation Leader	4.2%	23.6%	<b>37.2%</b>	7.3%	4.2%	11.5%	12.0%	0.0%	100.0%
<b>November 2010</b>									
Market Leader	3.4%	19.7%	<b>49.7%</b>	1.4%	1.4%	13.6%	5.4%	5.4%	100.0%
Price Leader	6.1%	19.7%	<b>29.4%</b>	3.4%	2.7%	19.0%	12.9%	6.8%	100.0%
Performance Leader	2.7%	17.7%	<b>45.7%</b>	0.0%	5.4%	13.6%	8.8%	6.1%	100.0%
Reliability Leader	1.4%	17.7%	<b>48.3%</b>	1.4%	2.0%	16.3%	7.5%	5.4%	100.0%
Service & Support Leader	2.7%	15.6%	<b>44.3%</b>	2.0%	3.4%	17.7%	8.2%	6.1%	100.0%
Innovation Leader	1.9%	18.8%	<b>41.8%</b>	1.9%	3.9%	17.5%	9.7%	4.5%	100.0%

# About the Author



## **Cheryl Parker**

### **Senior Analyst, End User Research**

Cheryl Parker oversees the End User Research practice for IT Brand Pulse. Cheryl and her team conduct IT Brand Leader Surveys, Technical Product and Customer Satisfaction Surveys and Focus Groups, as well as compile Product Databases. Cheryl has spent more than 20 years in sales/marketing, and is a former reporter/sportswriter for the *Los Angeles Times*.

[cheryl.parker@itbrandpulse.com](mailto:cheryl.parker@itbrandpulse.com)

# IT BRAND PULSE™

The logo features the text "IT BRAND" in a large, bold, white sans-serif font. The word "PULSE" is positioned below "BRAND" in a smaller, bold, white sans-serif font, followed by a trademark symbol (TM). A decorative graphic of grey, semi-transparent spheres is arranged in a curved path that starts between "BRAND" and "PULSE", loops around the top of "PULSE", and then descends towards the right side of the image. The background is a solid blue color with a subtle, lighter blue abstract shape in the lower half.