

FCoE Switch Brand Leader Report

November 2010

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FCoE Switch Brand Leader Report

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, 2010 and published in November, 2010.**
 - Respondents were solicited from over 30,000 members of over 40 on-line groups, and from the IT Brand Pulse end-user database.
 - One hundred forty nine IT Pros completed this survey.
 - Responses were collected using an on-line survey engine.
- **Blade, Extreme, Force10 and HP/3Com were included in the Other category in 2009. In 2010, they were listed as a multiple choice options. In 2009 and in 2010, QLogic and Fujitsu votes are included in the Other category.**
- **In each part they 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 is the FCoE Switch Market Leader again**
 - Cisco dominated the FCoE Switch categories for the second year in a row by winning the Market Leader Award and, with a comfortable margin, took the five remaining Brand Leader Awards.
- **Perceptions of Price Leader changed significantly in 2010**
 - In 2009, 47% of the respondents selected Brocade as the price leader for FCoE Switches. In the 2010 survey, less than 20% of the respondents selected Brocade as the price leader. Perceptions appear to have changed significantly along with the general availability of the Brocade 8000 to OEM partners since April, 2010.
- **Reliability under-pins Market Leadership**
 - The highest scores in the 2009 and 2010 surveys were in the Market Leadership category. The 2010 results under-pinned the importance of reliability to overall Switch market leadership. The largest gap (30%) between leader and second place and the second highest score, was in the category of Reliability.
- **IT's view of HP/3Com and Juniper**
 - IT professionals perceived HP/3Com and Juniper as 3rd and 4th in almost every category in spite of the fact HP resells products from others, and Juniper does not yet offer an FCoE Switch.

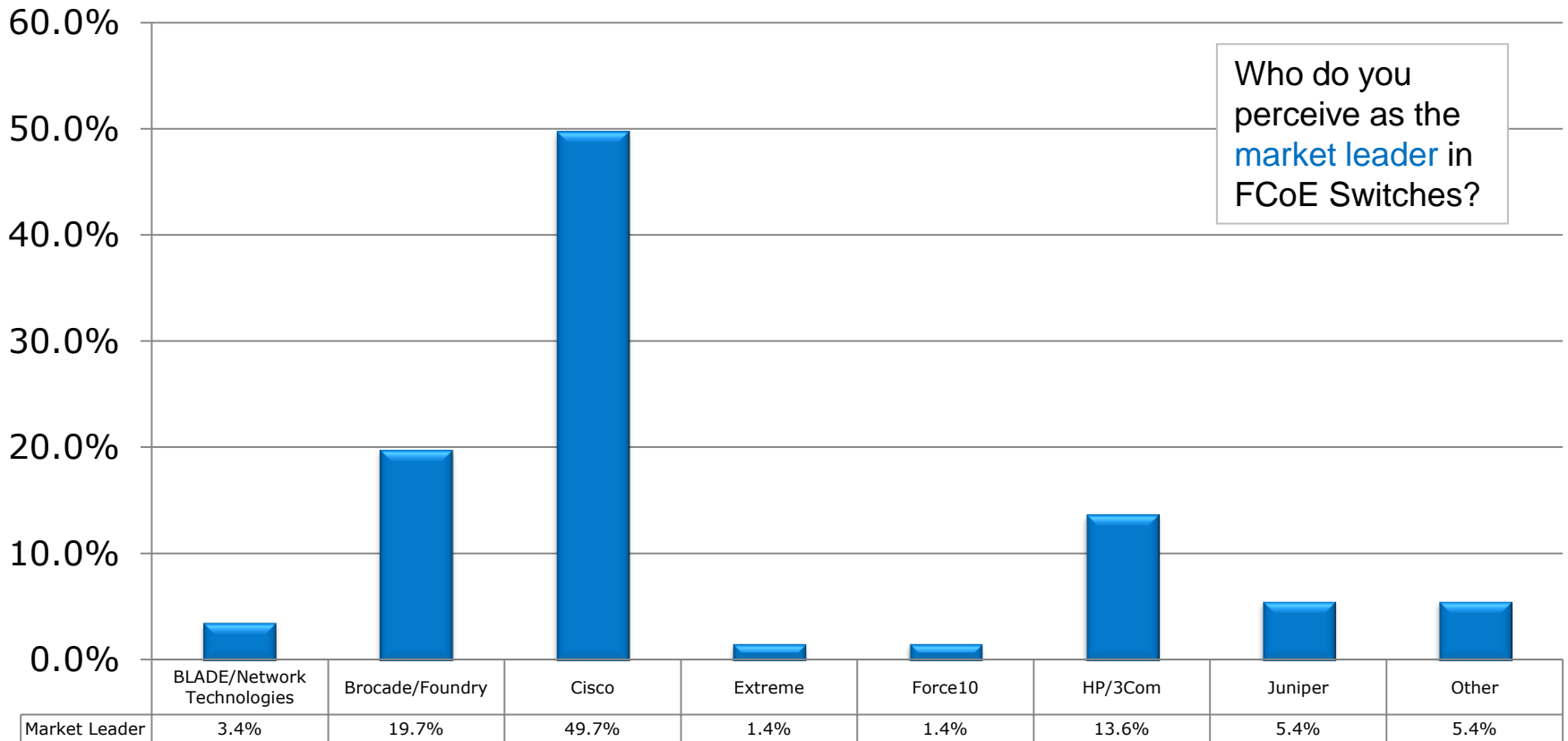
2010 Survey Results



FCoE Switches
November 2010

Market Leader

FCoE Switch Brand Leader Survey: November 2010

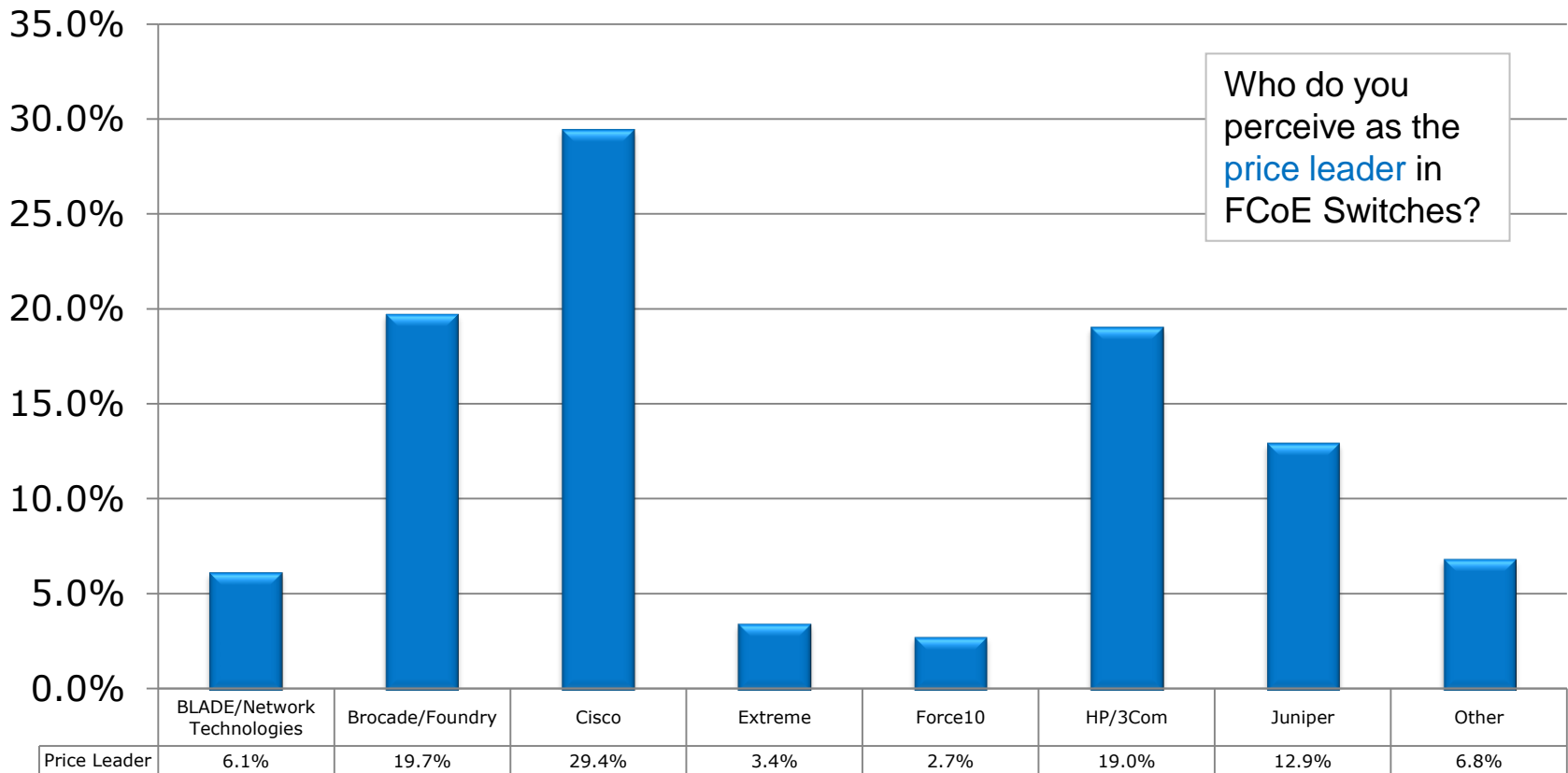




FCoE Switches
November 2010

Price Leader

FCoE Switch Brand Leader Survey: November 2010

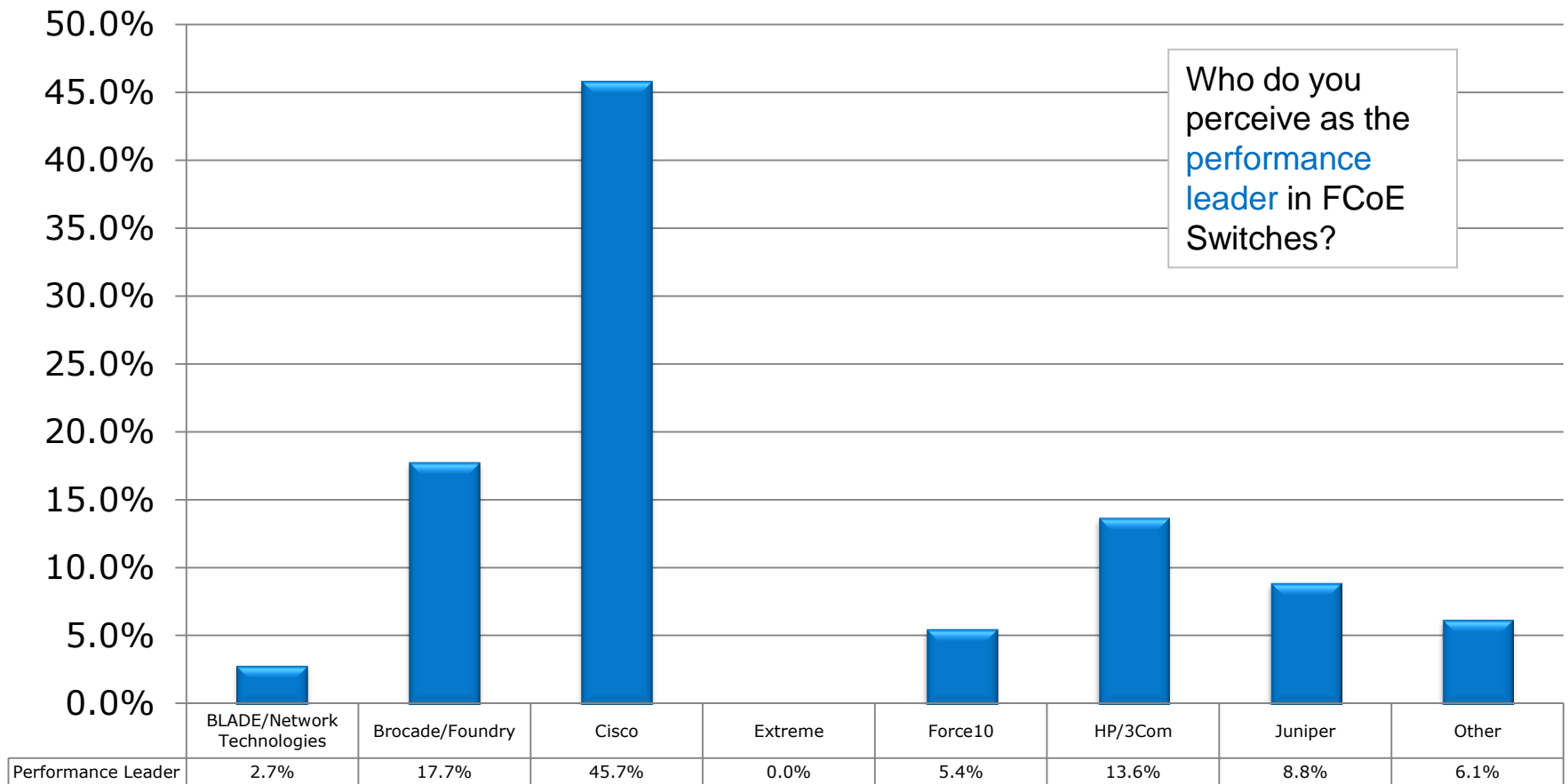




FCoE Switches
November 2010

Performance Leader

FCoE Switch Brand Leader Survey: November 2010



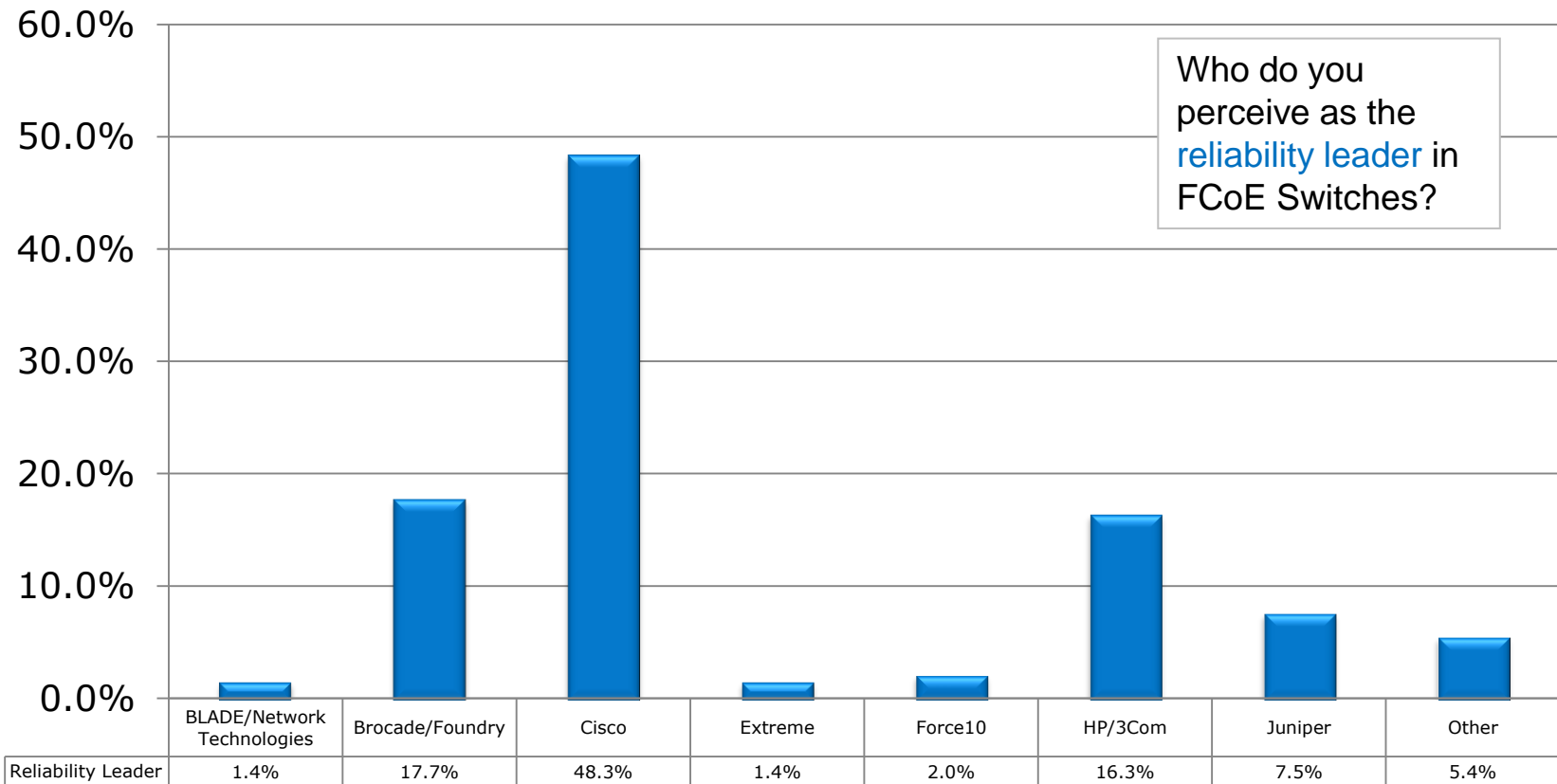


FCoE Switches
November 2010

Reliability Leader

FCoE Switch Brand Leader Survey: November 2010

Who do you perceive as the **reliability leader** in FCoE Switches?

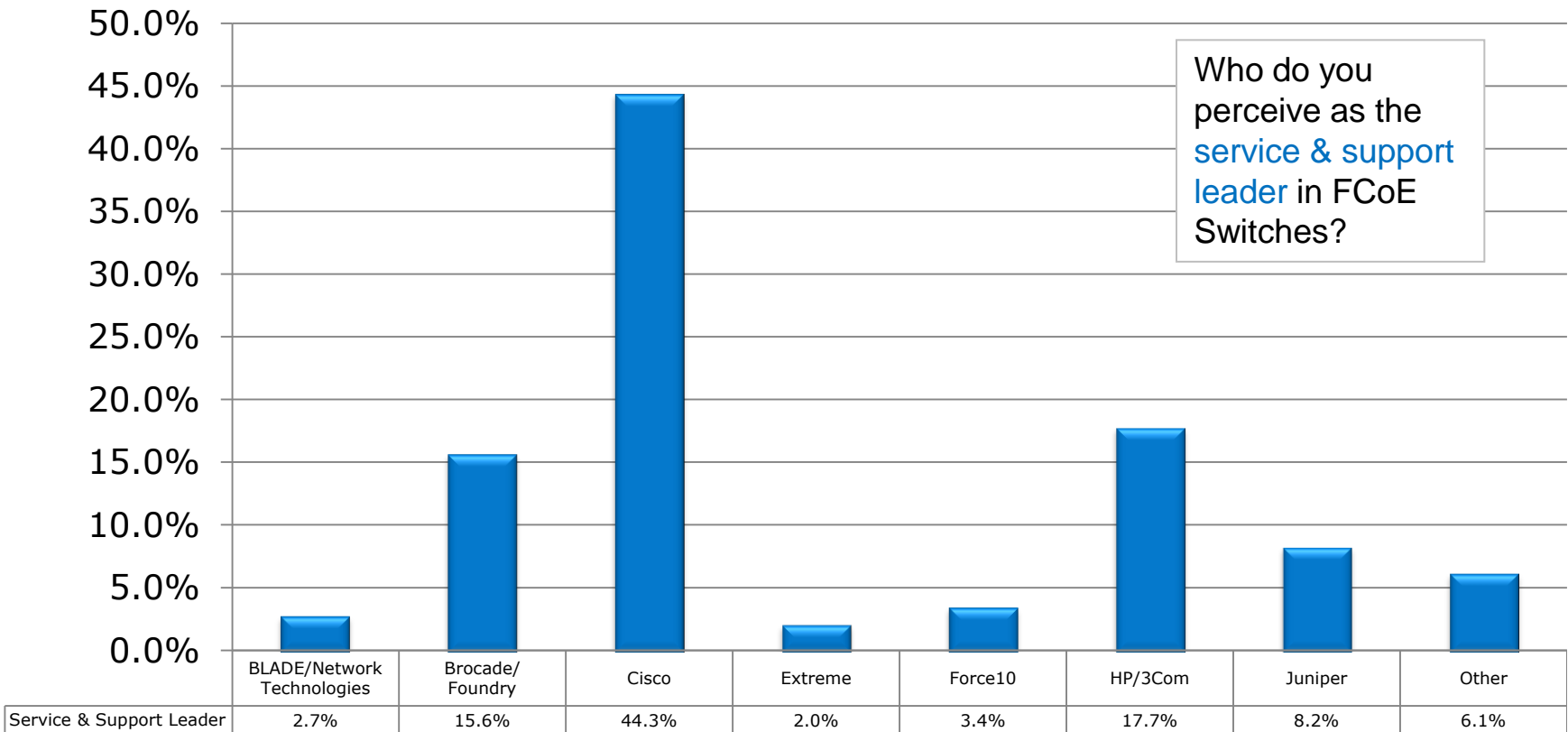




FCoE Switches
November 2010

Service & Support Leader

FCoE Switch Brand Leader Survey: November 2010

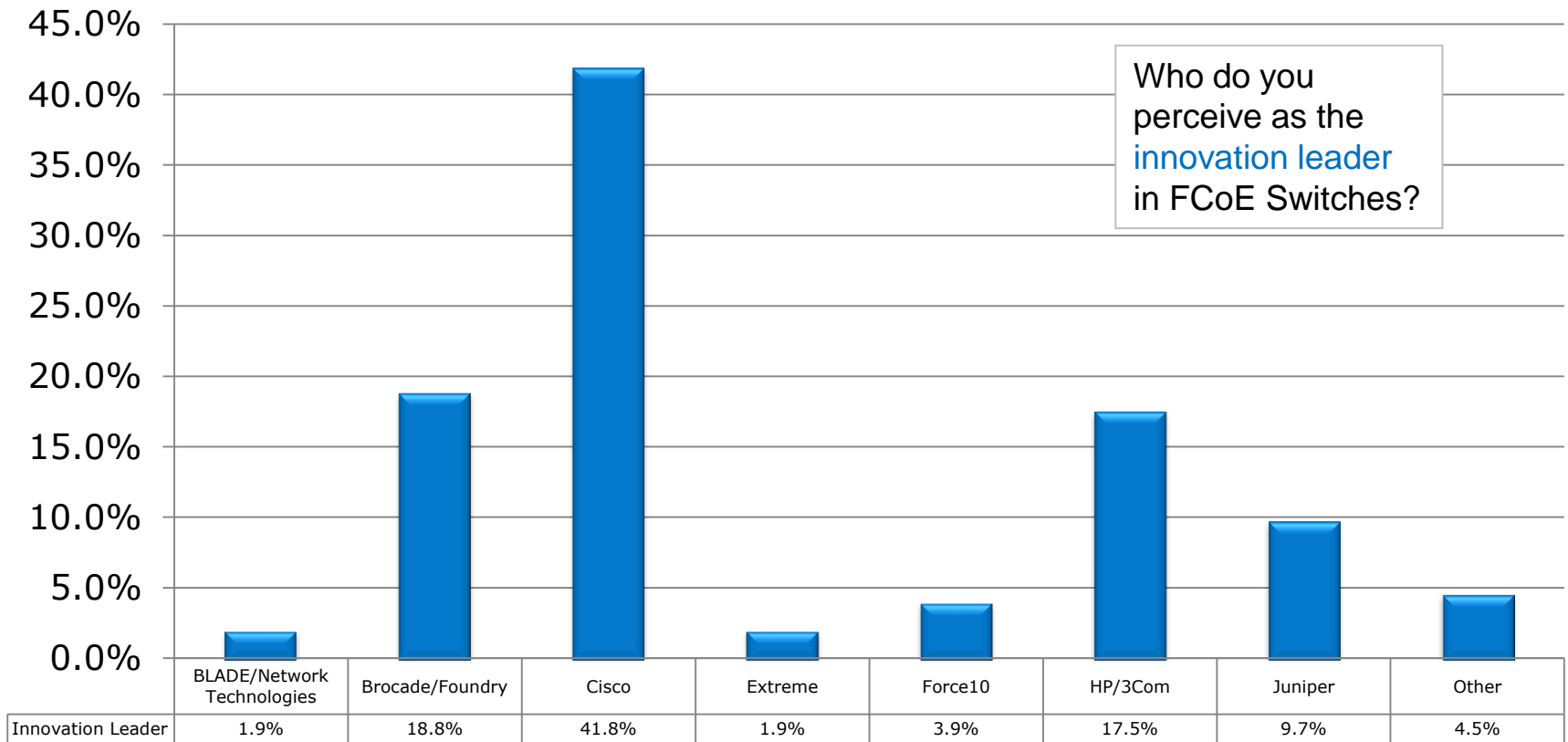




FCoE Switches
November 2010

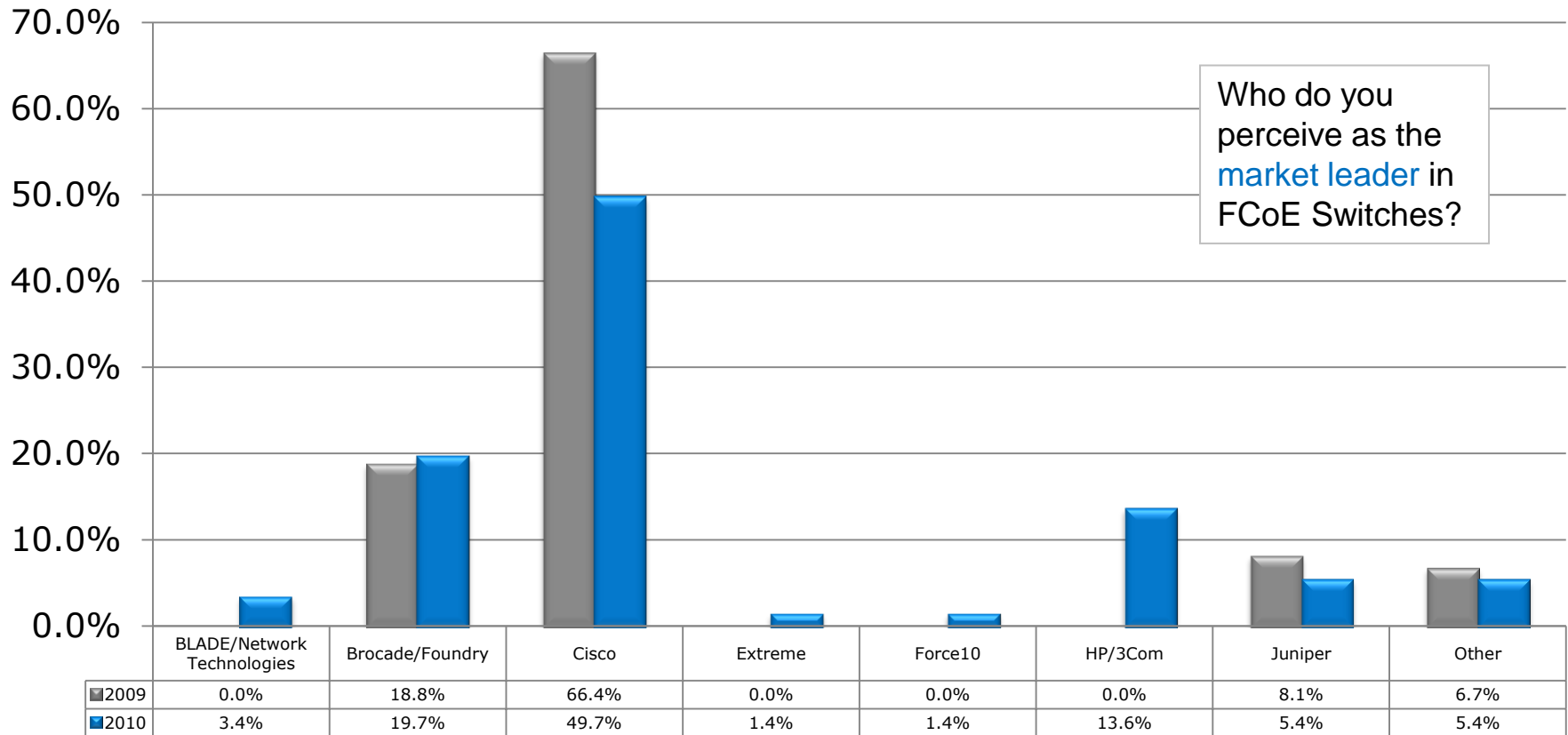
Innovation Leader

FCoE Switch Brand Leader Survey: November 2010



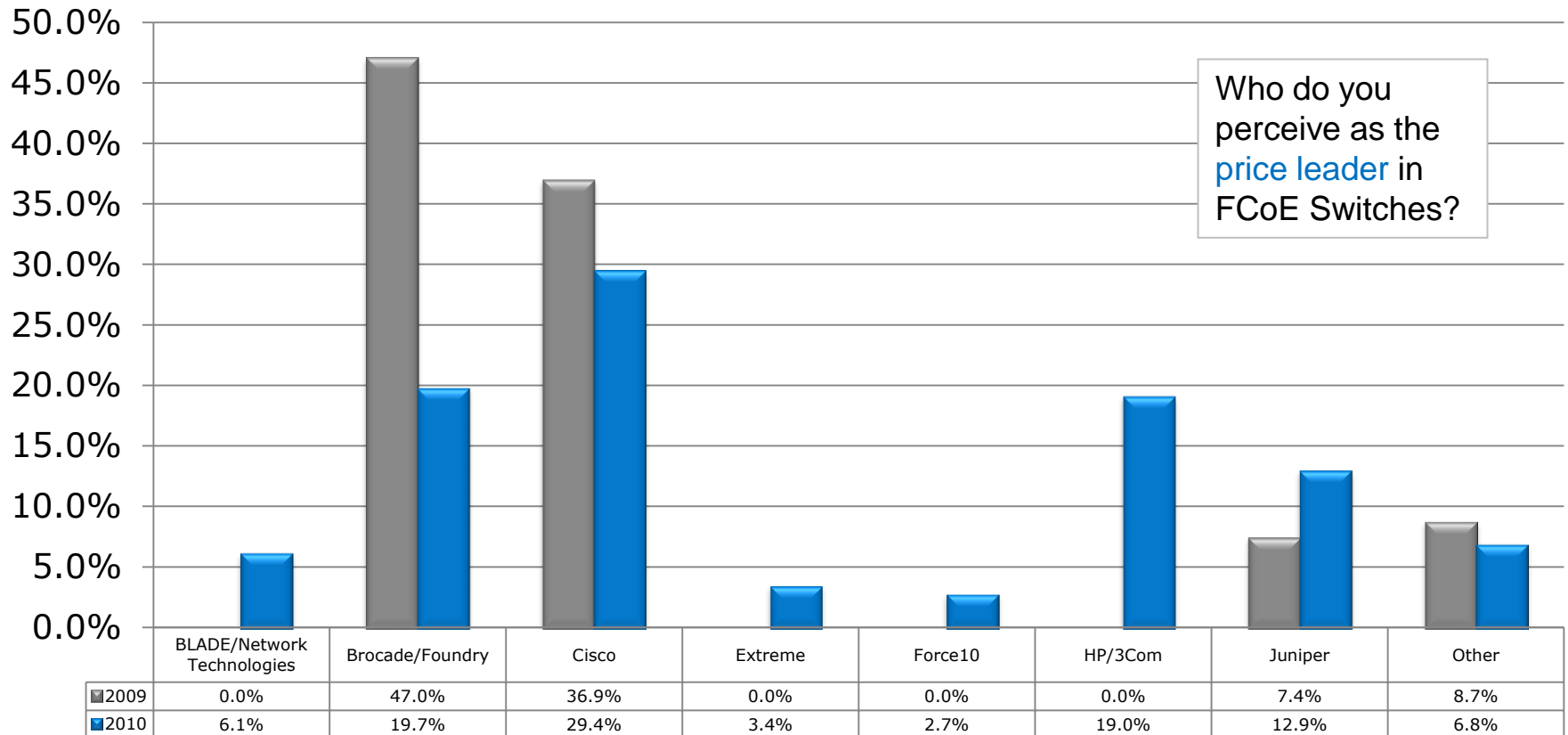
Market Leader

FCoE Switch Brand Leader Survey: 2009 vs. 2010



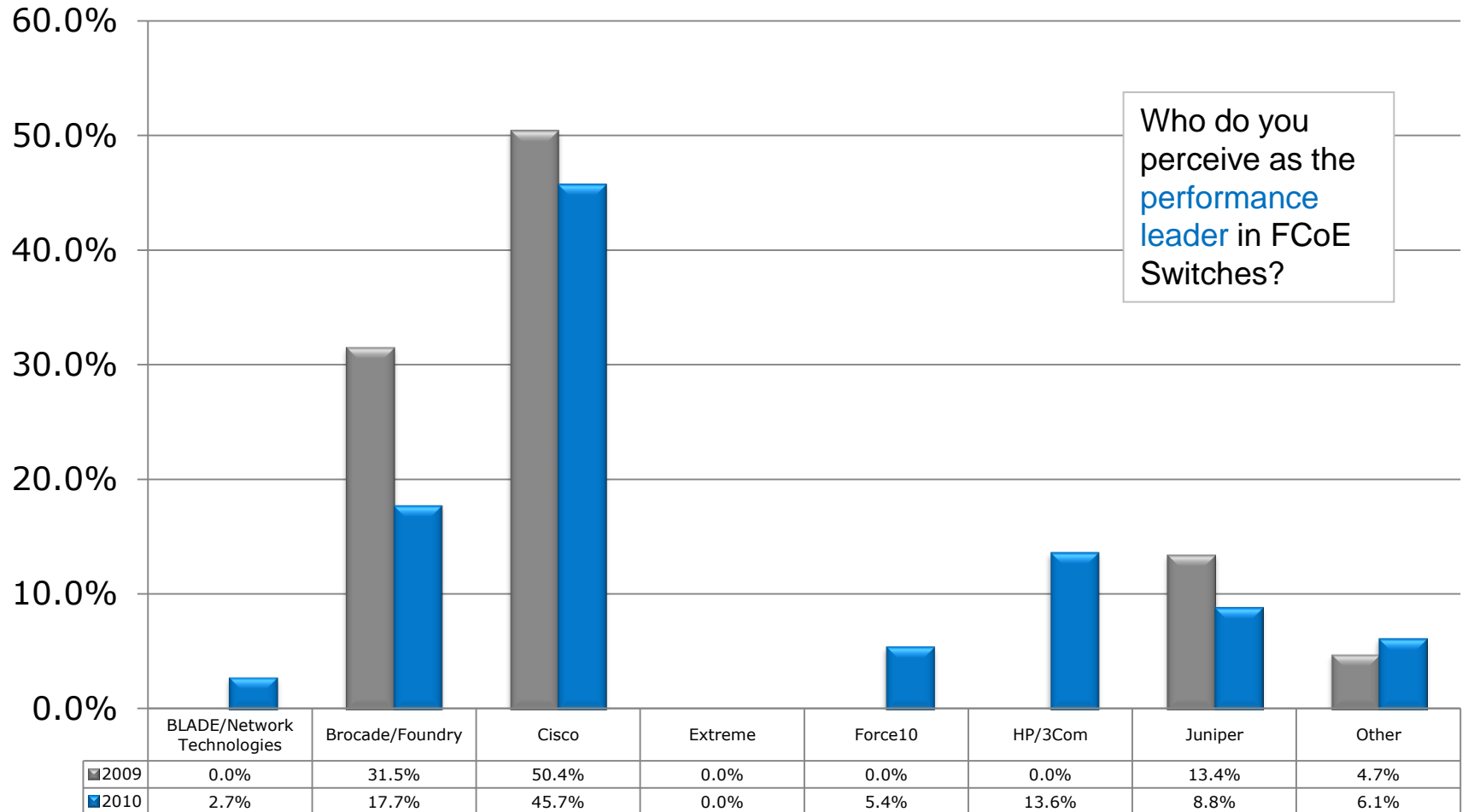
Price Leader

FCoE Switch Brand Leader Survey: 2009 vs. 2010



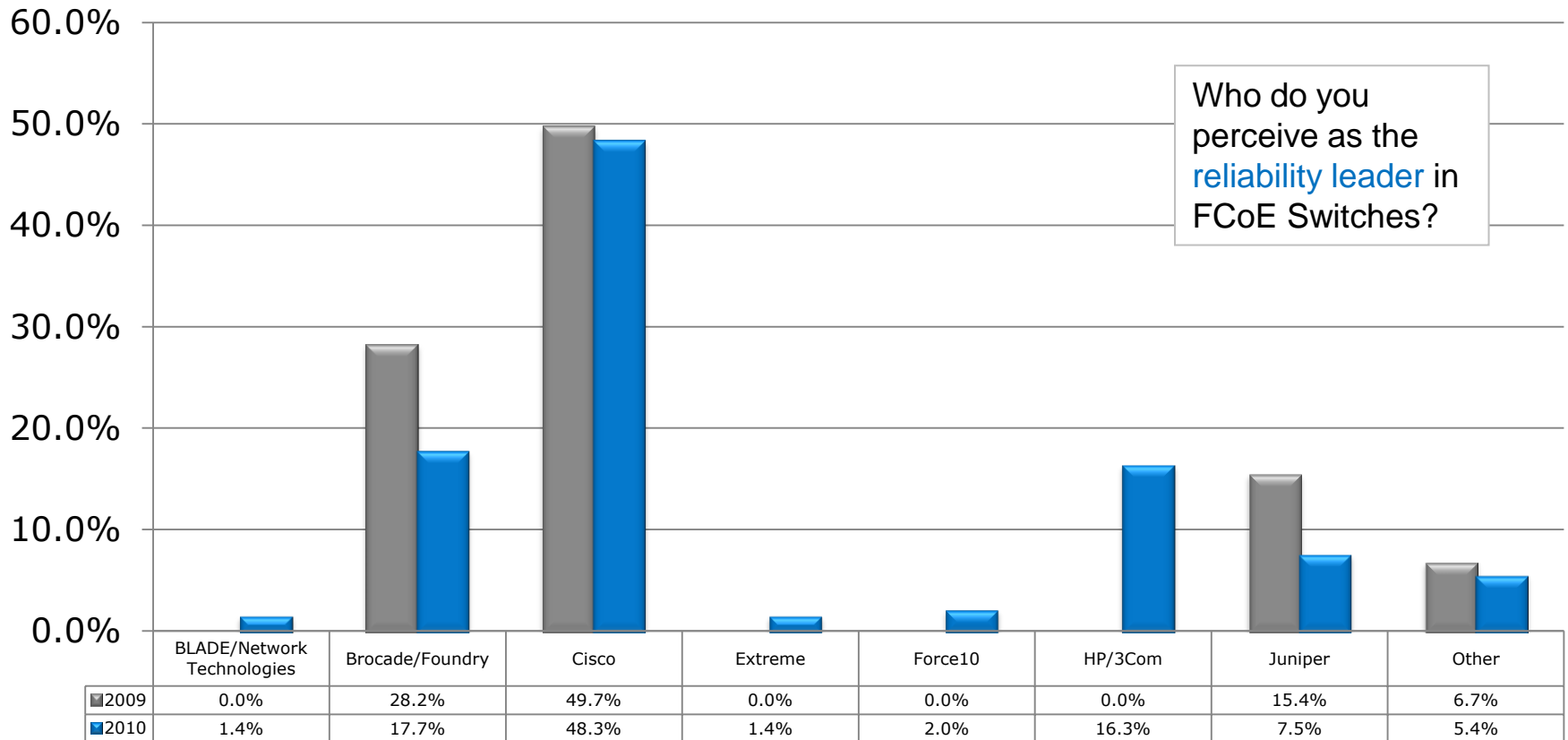
Performance Leader

FCoE Switch Brand Leader Survey: 2009 vs. 2010



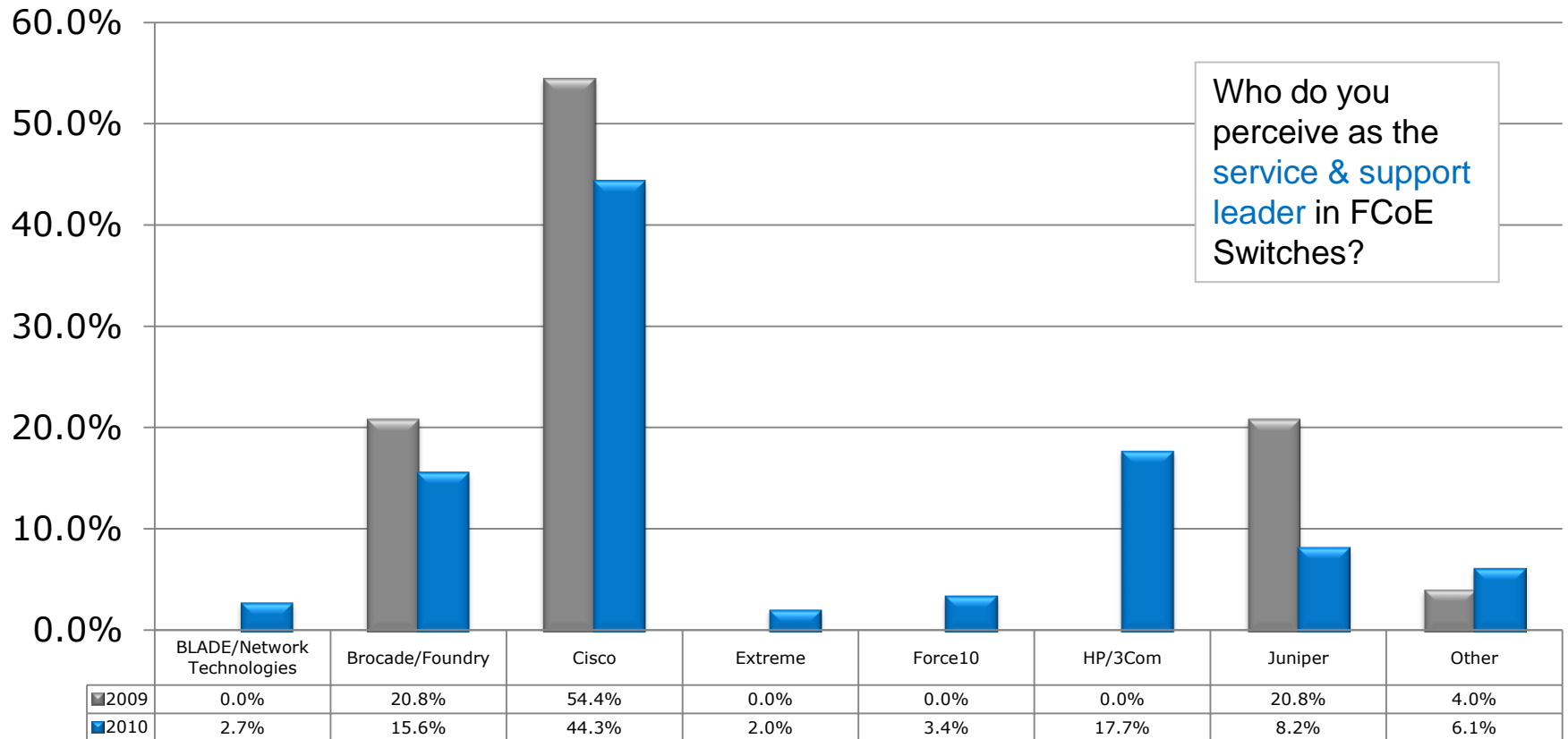
Reliability Leader

FCoE Switch Brand Leader Survey: 2009 vs. 2010



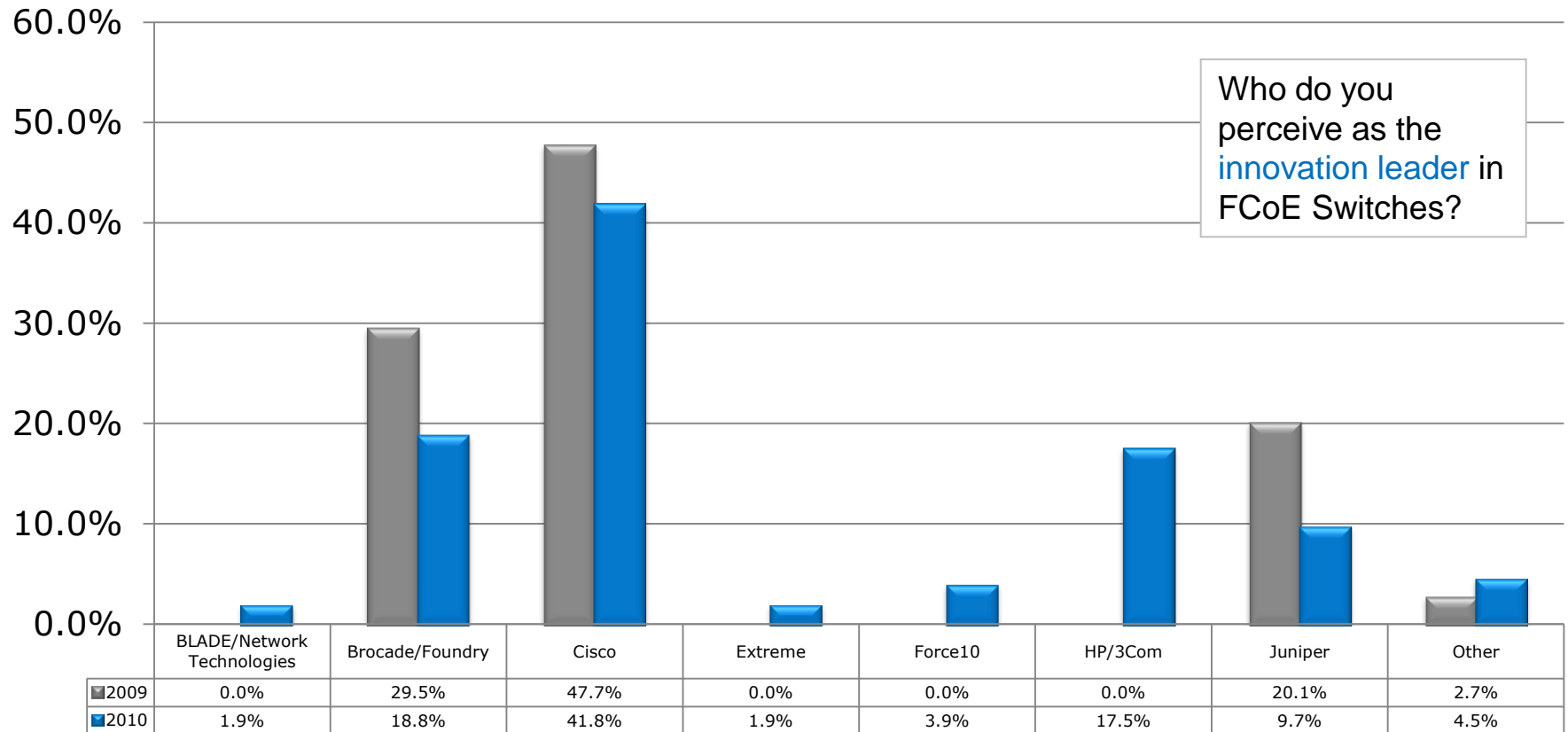
Service & Support Leader

FCoE Switch Brand Leader Survey: 2009 vs. 2010



Innovation Leader

FCoE Switch Brand Leader Survey: 2009 vs. 2010



FCoE Switch Brand Leader Survey Data

FCoE Switch	BLADE/Network Technologies	Brocade/Foundry	Cisco	Extreme	Force10	HP/3Com	Juniper	Other	Total
November 2010									
FCoE Switch Market Leader	3.4%	19.7%	49.7%	1.4%	1.4%	13.6%	5.4%	5.4%	100.0%
FCoE Switch Price Leader	6.1%	19.7%	29.4%	3.4%	2.7%	19.0%	12.9%	6.8%	100.0%
FCoE Switch Performance Leader	2.7%	17.7%	45.7%	0.0%	5.4%	13.6%	8.8%	6.1%	100.0%
FCoE Switch Reliability Leader	1.4%	17.7%	48.3%	1.4%	2.0%	16.3%	7.5%	5.4%	100.0%
FCoE Switch Service & Support Leader	2.7%	15.6%	44.3%	2.0%	3.4%	17.7%	8.2%	6.1%	100.0%
FCoE Switch Innovation Leader	1.9%	18.8%	41.8%	1.9%	3.9%	17.5%	9.7%	4.5%	100.0%
March 2009									
FCoE Switch Market Leader	0.0%	18.8%	66.4%	0.0%	0.0%	0.0%	8.1%	6.7%	100.0%
FCoE Switch Price Leader	0.0%	47.0%	36.9%	0.0%	0.0%	0.0%	7.4%	8.7%	100.0%
FCoE Switch Performance Leader	0.0%	31.5%	50.4%	0.0%	0.0%	0.0%	13.4%	4.7%	100.0%
FCoE Switch Reliability Leader	0.0%	28.2%	49.7%	0.0%	0.0%	0.0%	15.4%	6.7%	100.0%
FCoE Switch Service & Support Leader	0.0%	20.8%	54.4%	0.0%	0.0%	0.0%	20.8%	4.0%	100.0%
FCoE Switch Innovation Leader	0.0%	29.5%	47.7%	0.0%	0.0%	0.0%	20.1%	2.7%	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 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*.

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IT BRAND
PULSE™

The logo features the text "IT BRAND" in a large, bold, sans-serif font. The "IT" is light blue, while "BRAND" is white. Below "IT BRAND" is the word "PULSE" 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 pattern that resembles a pulse or a cluster of data points, positioned between the two lines of text. The background is a solid blue color with a subtle, lighter blue abstract shape in the lower half.