

CONTACT:

Cheryl Parker, IT Brand Pulse
949-713-2313

cheryl.parker@itbrandpulse.com
www.itbrandpulse.com

IT Brand Pulse Announces February 2012 IT Brand Leaders

Rancho Santa Margarita, CA – February 6, 2012 – IT Brand Pulse, a trusted source of data and analysis about IT infrastructure, today announced the results of the [February 2012 Brand Leader Awards](#) survey. In this survey, respondents were asked which vendors they perceive as the leader in three IT categories: [Tablet Computers](#), [Server Processors](#), and [Corporate Email](#). For each category, respondents chose the brand leader in Market, Price, Performance, Reliability, Service & Support, and Innovation.

Highlights of the survey:

- In the second annual **Tablet Computer** brand leader survey, once again IT professionals overwhelmingly chose **Apple** as the **Market Leader**, as well as the leader in every other category. Reflecting their success with the new Kindle Fire, Amazon rose to second place in voting for Tablet Computer Market Leader. **Samsung** was the third choice for Market Leader while **Asus** placed third in three other categories.
- **Intel** captured the **Market Leader** and **Innovation Leader** awards for **Server Processors** along with three out of the four other categories. In the one category which Intel did not win, **AMD** was chosen as the **Price Leader**. **IBM** placed second in four categories including Market Leader, and placed third in the other two categories. Oracle placed third in voting for Market Leader, Reliability Leader and Service & Support Leader.
- **Microsoft Exchange** was selected as the Market Leader for **Corporate Email**. Microsoft Exchange was also selected as the leader for **Performance**, **Reliability** and **Service & Support**. **Google Gmail** was voted the **Price Leader** and **Innovation Leader**, while placing second in the four other categories including Market Leader. **Microsoft Office Live** and **IBM Lotus** each placed third in four categories.

About the Brand Leader Surveys

IT Brand Pulse Brand Leader surveys are designed to measure the pulse of brand leadership in specific product categories. IT professionals respond to one survey covering various products. Within each product category, respondents choose the overall market leader, as well as the leader in price, performance, reliability, service and support, and innovation.

About IT Brand Pulse

IT Brand Pulse is a trusted source of data and analysis about IT infrastructure, including servers, storage and networking.

- **IT Brand Pulse Labs** - Test reports and product validation from hands-on testing.
- **End User, Channel and OEM Research** – Brand Leader, Technology, Product, and Customer Satisfaction surveys, as well as focus groups and custom research.
- **Product Databases** - Quarterly report for selected product categories with a database of commercially-available products and their attributes.
- **Market Shares and Forecasts** - Quarterly reports with unit shipments, revenue, vendor market share, and forecast.
- **Industry Analysis** - IT Brand Pulse analysts publish reports and contribute weekly to leading industry publications including InfoStor, Network Computing, Seeking Alpha, Virtual Strategy Magazine and Zacks.com.