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IT Brand Pulse Announces February 2012 Storage 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 four storage categories: [Network Attached Storage](#), [Fibre Channel Storage](#), [Free Cloud Storage](#), and [Deduplication](#). For each category, respondents chose the brand leader in Market, Price, Performance, Reliability, Service & Support, and Innovation.

Highlights of the survey:

- **Dropbox** captured the **Market Leader** Award in the first annual **Free Cloud Storage** brand leader survey. Dropbox also placed second in four other categories. **Google** placed second in voting for Market Leader, but placed first in four other categories including **Innovation Leader**. **Amazon** was selected as the **Service & Support Leader** and placed third in four other categories.
- With 30% separating first and second place, **EMC** was again selected as the **Fibre Channel Storage Market Leader**. A surprise in the 2012 survey was that **NetApp** placed second in voting for Market Leader, bringing HP down to third place. EMC also won 4 out of the 5 other categories, with **Dell** selected as the **Fibre Channel Storage Price Leader**.
- **EMC** won five of six Deduplication brand leader categories including the **Deduplication Market Leader** award. **Dell** was chosen as the **Deduplication Price Leader**. **HP** and **Quantum** placed second and third in voting for Market Leader.
- **NetApp**, the company whose innovative “NAS Toasters” helped it seize brand leadership from Sun Microsystems in the 1990s, won the 2012 **NAS Market Leader** award for the third consecutive year. NetApp won 4 out of the 5 other categories with **Dell** selected as the **NAS Price Leader**. **EMC** and **HP** placed second and third in voting for NAS Market Leader.

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.