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IT Brand Pulse Announces February 2012 Networking IT Brand Leaders

Rancho Santa Margarita, CA – February 22, 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 networking IT categories: [WAN Optimization](#), [Firewall](#), and [Load Balancers](#). For each category, respondents chose the brand leader in Market, Price, Performance, Reliability, Service & Support, and Innovation.

Highlights of the survey:

- Scoring highest for **Service & Support**, **Cisco** won all six brand leader awards for **WAN Optimization** including the **Market Leader** Award. **Dropbox** also placed second in four other categories. **Riverbed** placed second in five of six categories, with **Juniper** placing second for Price leadership.
- While capturing five of six categories, **Cisco** was selected **Market Leader** for **Firewall**. In the one category which Cisco do not win, **SonicWall** was chosen as the **Price Leader**. **Check Point** placed second in five categories, including Market Leader, and third in the sixth category. **Juniper**, **McAfee** and **Palo Alto Networks** each placed third in at least one category.
- **F5** won four of six brand leader categories for **Load Balancers** including the **Market Leader** award. The two categories which F5 did not win were captured by **Cisco**, who was chosen as the **Reliability** and **Service & Support Leader**. **Citrix** placed third in four categories while **Barracuda Networks** placed third as Market Leader.

“Innovation is key to market leadership in the growing application delivery arena that provides critical application services such as load balancing, multi-layer security, acceleration, etc.,” said Jason Needham, Sr. Director of Product Management at F5. “The fact that IT Professionals selected F5 as both Innovation and Market Leader shows that we are listening to our customers and able to deliver compelling solutions.”

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.