



Press Release

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IT Brand Pulse Announces January 2012 IT Brand Leaders

Rancho Santa Margarita, CA – January 9, 2012 – IT Brand Pulse, a trusted source of data and analysis about IT infrastructure, today announced the results of the [January 2012 Brand Leader Awards](#) survey. In this survey, respondents were asked which vendors they perceive as the leader in five IT categories: [LAN on Motherboard \(LOM\)](#), [Ethernet NICs](#), [Ethernet Switches](#), [Network Virtualization](#), and [Operating Systems](#). For each category, respondents chose the brand leader in Market, Price, Performance, Reliability, Service and Support, and Innovation.

Highlights of the survey:

- In a new era where LAN and SAN connectivity for servers is converging into a single ASIC, **Broadcom** took the **Market Leader** award in **LAN-on-Motherboard (LOM)** for the second straight year, and swept five of six categories of brand leadership. **Intel** was second in every category except **Service and Support**, where Intel placed first and Broadcom second. **Emulex** and **QLogic** each ranked third in three categories of LOM brand leadership.

*“Two-thirds of server administrators know what brand of LOM is in their servers because it affects the way their network functions,” said **Vinod Lakhani, Broadcom’s General Manager, High Speed Controller Business Unit**. “Broadcom is committed to developing industry-leading LOMs that meet and exceed new demands that are being placed on servers in data centers and Enterprise networks. Broadcom’s latest 10 GbE solutions are engineered to deliver the highest levels of performance and maximize the benefits of convergence.”*

- **Intel** captured the **Market Leader** award for **Ethernet NICs**. The company was also selected as the Performance Leader, Reliability Leader, Service Support Leader, and Innovation Leader. **Broadcom**, voted last year as the Market Leader, was chosen as the Ethernet NIC Price Leader. Emulex placed third in all six categories of Ethernet NIC Brand Leadership.

*“We hear from our IT customers that there is a strong preference for Intel Ethernet adapters because of their quality, reliability and virtualization performance,” said **Steve Schultz, Director of Marketing, from Intel’s LAN Access Division**. “Intel is pleased to see that the results of the IT Brand Pulse survey are consistent with the feedback from our customers.”*

- Three-peating, **Cisco** dominated the voting for **Ethernet Switch** brand leadership. Cisco swept all six brand leader awards, including the **Market Leader** award. **HP** placed a distant second in four categories while **Juniper** and **Brocade** each took second in a single category.
- In our new age of pervasive server virtualization, **Cisco** won a close race with 2011 Market Leader **VMware**, to take the 2012 **Market Leader** award for **Network Virtualization**. Cisco was also chosen as the Performance, Reliability, and Service and Support leader; while VMware was selected as the Price and Innovation Leader for Network Virtualization. **HP** placed third in five of six categories and **Brocade**, third in the Innovation category.

*“Cisco is honored that once again information technologists have voted their confidence in Cisco, validating our efforts to accelerate the cloud-readiness of our customers’ mission critical applications,” said **Shashi Kiran, Director Data Center and Switching Solutions, Cisco**. “The IT Brand Pulse survey reinforce the success of our efforts to deliver virtualization solutions that seamlessly extend the physical network and server infrastructure to the virtual domain and incorporate virtual application networking services, security and orchestration into a unified framework.”*

- For the third consecutive year, **Microsoft** crushed the competition in voting for **Operating System Market Leader**. Microsoft swept all six categories while **Red Hat, IBM (AIX)** and **VMware** shared the second place honors.

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.