



Press Release

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IT Brand Pulse Announces March 2011 IT Brand Leaders

Rancho Santa Margarita, CA – March 23, 2011 – IT Brand Pulse, a trusted source of data and analysis about IT infrastructure, today announced the results of the [March 2011 IT Brand Leader Awards Survey](#). In this survey, respondents were asked which vendors they perceive as the leader in six IT categories: [Backup Software](#), [Unified Storage](#), [Tape Library](#), [Fibre Channel HBAs](#), [Fibre Channel Switches](#), and [Laptops](#). Within those categories, respondents chose the brand leader in market, price, performance, reliability, service and support, and innovation.

Highlights of the survey:

- **Symantec**, with their Netbackup and Backup Exec products, captured the Market Leader Award while sweeping every category of **Backup Software** brand leadership. **IBM** with Tivoli Storage Manager, **EMC** with Legato Networker, and **Microsoft** with Data Protection Manager, each placed second in one or more categories.
- **Quantum** won the market leader award (again) in a repeat of the February survey for Tape Libraries. In the February survey, **Oracle** was listed as a Tape Library vendor. The response for Oracle was unusually low, so to test the difference, the survey was run again in March with Oracle included as **Oracle/STK**.
- **QLogic** was chosen as Market Leader for **Fibre Channel HBAs**, and also dominated the other five categories of brand leadership.
- **Brocade** won three of six brand leader awards, including the Market Leader Award, and tied for first in another, for **Fibre Channel Switches**. **Cisco** won the Performance and Innovation awards, and tied for first in another.
- **NetApp**, the pioneer in **Unified Storage Systems** won the Innovation award. However, giant competitor **EMC** was selected as Market Leader as well as the leader for Performance, Reliability, and Service and Support. **Dell /Compellent** was selected as the Price Leader.

- In the **Laptop** product category, **Dell** and **HP** tied for the Market Leader Award. Dell was also chosen as the Price Leader, and Service and Support Leader, while **Apple** was selected as Performance, Reliability and Innovation Leader.

“By sweeping all six awards, Symantec and QLogic demonstrated dominant brands in Backup Software and Fibre Channel HBAs.,” said Frank Berry, Senior Analyst, IT Brand Pulse, “On the other end of the spectrum, it appears Oracle has managed to bury their once dominant STK brand.”

About the Brand Leader Surveys

IT Brand Pulse Brand Leader surveys are designed to measure the pulse of brand leadership in specific product categories. Each month, IT professionals respond to one survey covering six product categories. 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 Research** - Product and brand leader surveys or focus groups.
- **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.

Learn more about IT Brand Pulse at www.itbrandpulse.com