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IT Brand Pulse Announces November 2011 IT Brand Leaders

Rancho Santa Margarita, CA – October 27, 2011 – IT Brand Pulse, a trusted source of data and analysis about IT infrastructure, today announced the results of the [November 2011 Brand Leader Awards](#) survey. In this survey, respondents were asked which vendors they perceive as the leader in six IT categories: [FCoE Switches](#), [Converged Network Adapters](#), [Storage Virtualization](#), [Server Virtualization](#), [Blade Servers](#) and [ISCSI Storage](#). For each category, respondents chose the brand leader in Market, Price, Performance, Reliability, Service and Support, and Innovation.

Highlights of the survey:

- **Cisco** took the **Market Leader** award in **FCoE Switches** for the third straight year and nearly swept all six categories of brand leadership for the third time in as many years. In the Price category, **Cisco** found itself in a three-way tie with **Brocade** and **HP** this year. **Brocade** was second in every category except **Service and Support**, where **HP** placed second. *“As part of its vision for delivering multi-protocol convergence, Cisco was the first to market with an FCoE solution, delivering benefits to customers that include reduced cabling, reduced power and cooling costs, and simplified management,” said Shashi Kiran, Director, Data Center and Switching Solutions, Cisco. “Our customers continue to deploy a Cisco Unified Fabric solution because a converged network is proven to deliver simplicity and reduced TCO.”*
- For the third year in a row, **Emulex** captured the **Market Leader** award for **Converged Network Adapters**. The company was also selected as the Performance Leader, Reliability Leader, and Service Support Leader. **QLogic** took both the Price and Innovation categories. *“Emulex is #1 in market share for Ethernet LOM and Fibre Channel over Ethernet host ports,” said Shaun Walsh, vice president of marketing, Emulex. “Being recognized as the Converged Network Adapter Market Leader for the third straight year clearly reflects our unique position as a market share leader in both LAN and SAN adapter markets.”*
- In a repeat of last year, **HP** secured the **Market Leader** award for **Storage Virtualization**. **EMC** and **VMware** placed a close second and third in this same category. Server virtualization software vendor **VMware** took the Innovation Leader award. *“IT organizations recognize that storage virtualization is embodied in HP’s Converged Storage approach to manage data growth and transition to cloud computing,” said Tom Joyce, vice president, Marketing, Storage, HP. “By integrating scale-out storage software with converged server and storage hardware, virtualized storage from HP speeds deployment, reduces systems management and delivers high performance.”*

- For **Server Virtualization**, **VMware** was selected by over 80% of respondents as the **Market Leader**, and was the front-runner in all six brand leader categories by a margin. **Microsoft** and **Oracle** rounded out the survey finishing second or third in all six categories.
- Driven by wide margins in the Performance and Reliability categories, **HP** won the **Market Leader** award for **Blade Servers** for the second consecutive year, as well as five out of the six categories of brand leadership. **Dell** was chosen as the Price Leader.
- IT professionals selected **Dell** as the **Market Leader** for **iSCSI Storage** for the second year in a row. The other category won by Dell was Price Leader; highlighting the importance of price performance in the iSCSI storage market. **HP** led the Reliability, Service and Support, and Innovation categories, while **EMC** came out on top as the Performance Leader.

“In the November, 2011 surveys, Cisco and Emulex stood out by winning Market Leader awards for the third consecutive year for FCoE Switches and Converged Networking Adapters, respectively,” said **Frank Berry, IT Brand Pulse CEO and Senior Analyst**. *“HP demonstrated their dominant brand presence by winning or placing second in four out of six products surveyed this month.”*

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 Research** – Brand Leader, Product and Customer Satisfaction surveys, and 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.