



# Press Release

**CONTACT:**

Cheryl Parker, IT Brand Pulse  
[cheryl.parker@itbrandpulse.com](mailto:cheryl.parker@itbrandpulse.com)  
949-713-2313  
[www.itbrandpulse.com](http://www.itbrandpulse.com)

## IT Brand Pulse Announces November 2010 IT Brand Leaders

**Rancho Santa Margarita, CA – November 3, 2010** – IT Brand Pulse, a trusted source of data and analysis about IT infrastructure, today announced the results of the [November 2010 IT Brand Leader Awards Survey](#). In the November survey, respondents were asked which vendors they perceive as the leader in six IT categories: [Converged Network Adapters](#), [iSCSI Storage](#), [Blade Servers](#), [Storage Virtualization](#), [Server Virtualization](#), and [FCoE Switches](#). Within those categories, respondents chose the brand leader in market, price, performance, reliability, service and support, and innovation.

### Highlights of the survey:

- **Cisco** dominated the FcoE Switch categories for the second year in a row by winning the Market Leader Award and, with a comfortable margin, took the five remaining Brand Leader Awards.
- **Emulex** swept all six CNA Brand Leader Awards for the second year in a row, and increased its lead in all six categories.
- **Dell** overtook last year's iSCSI Storage Market Leader and captured all remaining five categories.
- **HP** overtook last year's Storage Virtualization Market Leader, EMC, to win the Brand Leader Award.
- **HP** was chosen as the Blade Server Market Leader while also picking up Brand Leader Awards in four of the five remaining categories (performance, reliability, service & support, and innovation).
- **VMware** swept the Server Virtualization Market Leader category as well as the five remaining Brand Leader categories by a resounding margin.



“By sweeping all six categories, Cisco, Emulex and VMware demonstrated dominant brands in the FCoE Switch, CNA and Server Virtualization product categories,” said Frank Berry, Senior Analyst, IT Brand Pulse. “While Dell and HP leap-frogged the competition in the iSCSI Storage and Storage Virtualization product categories.”

### **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](http://www.itbrandpulse.com).