

Pulse on Buyer Behavior

Converged Network Adapters
1 Million IOP Performance
March, 2010

Executive Summary

- **Purpose of Survey**

- Take the pulse of IT buying behavior regarding 1 million IOP performance for converged network adapters – a level of performance that exceeds the performance of most servers, storage and applications today

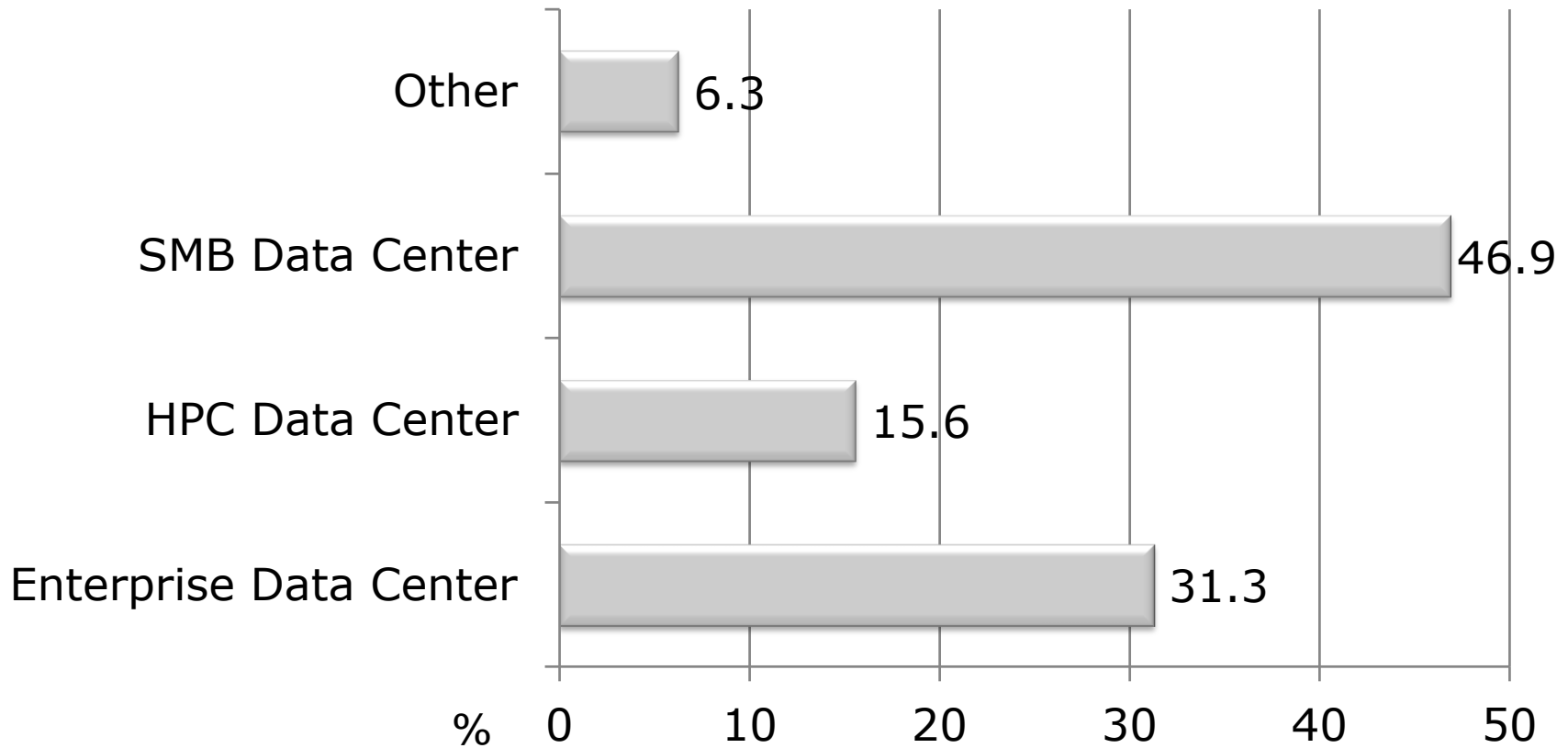
- **Respondents**

- Members of 25 LinkedIn storage, server and networking groups invited to participate
- 114 respondents

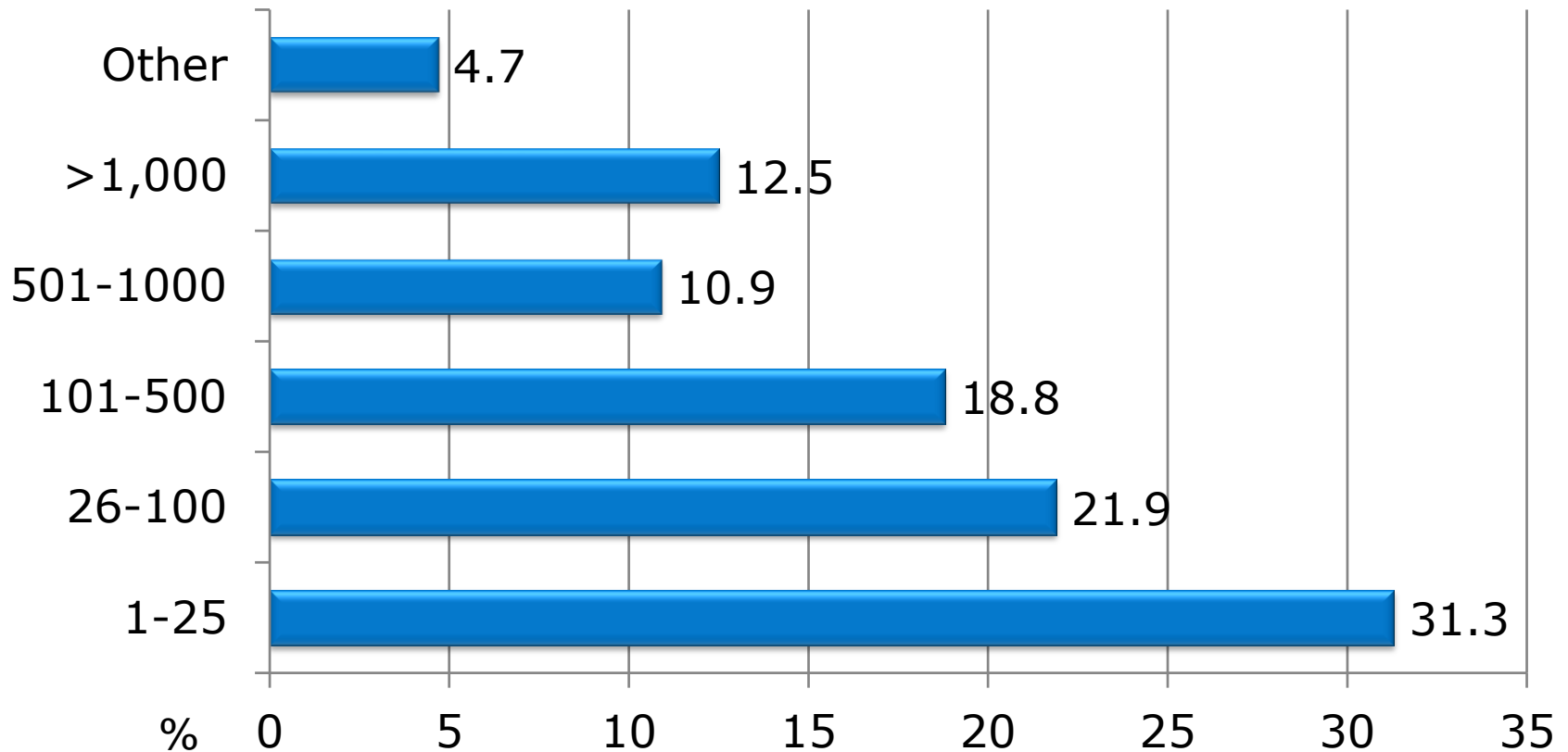
- **Summary Analysis**

- Even though they don't need the performance, 77% of the respondents said they prefer the CNA with 1M IOPS, which equals twice the performance of another product. This confirms our believe that having a distinct performance advantage, albeit one that cannot be used, can translate into a distinct sales advantage.
- Server virtualization is overwhelmingly perceived by IT as the primary reason to consider deploying 10Gb Ethernet

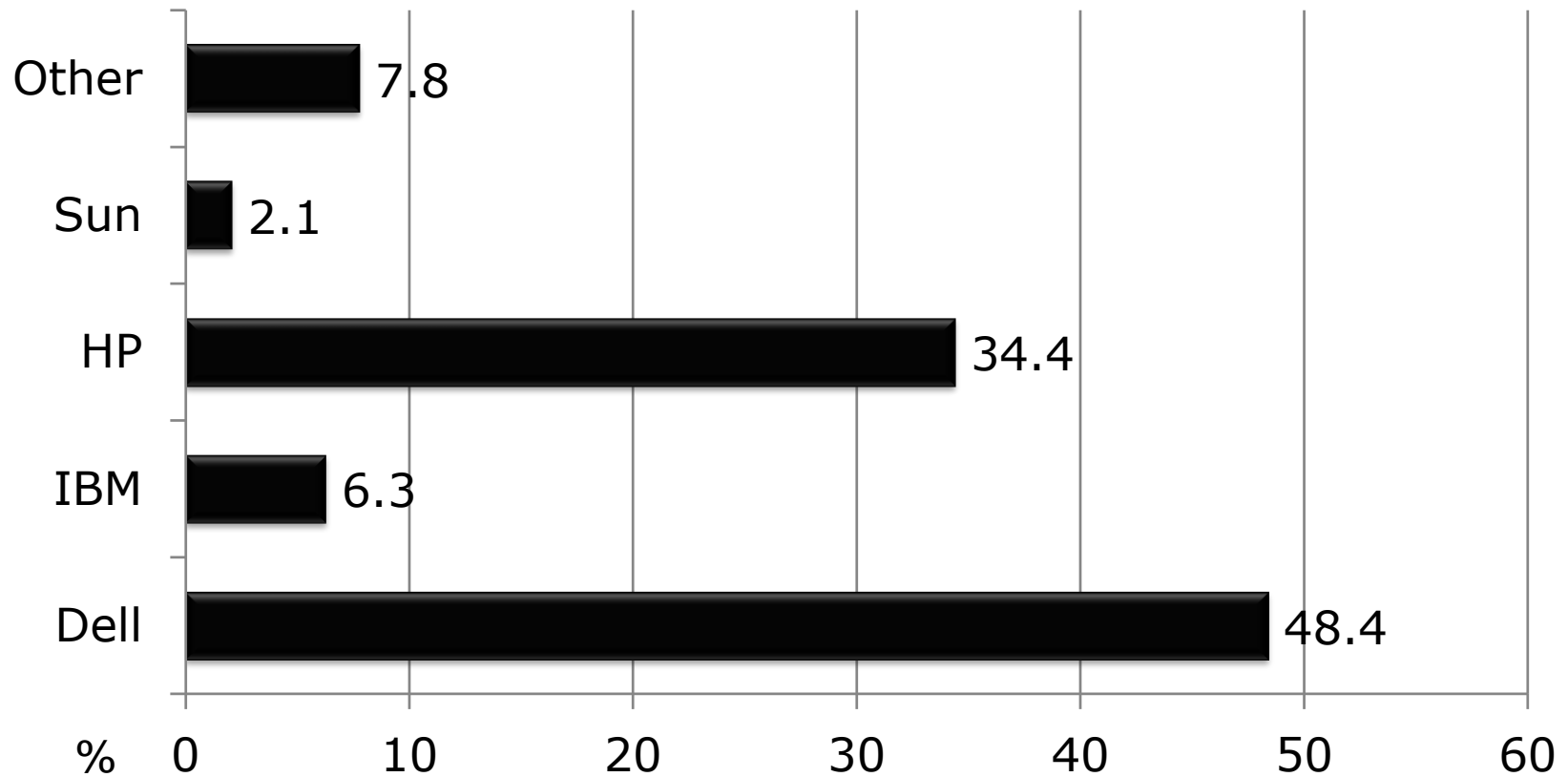
Your environment is best described as:



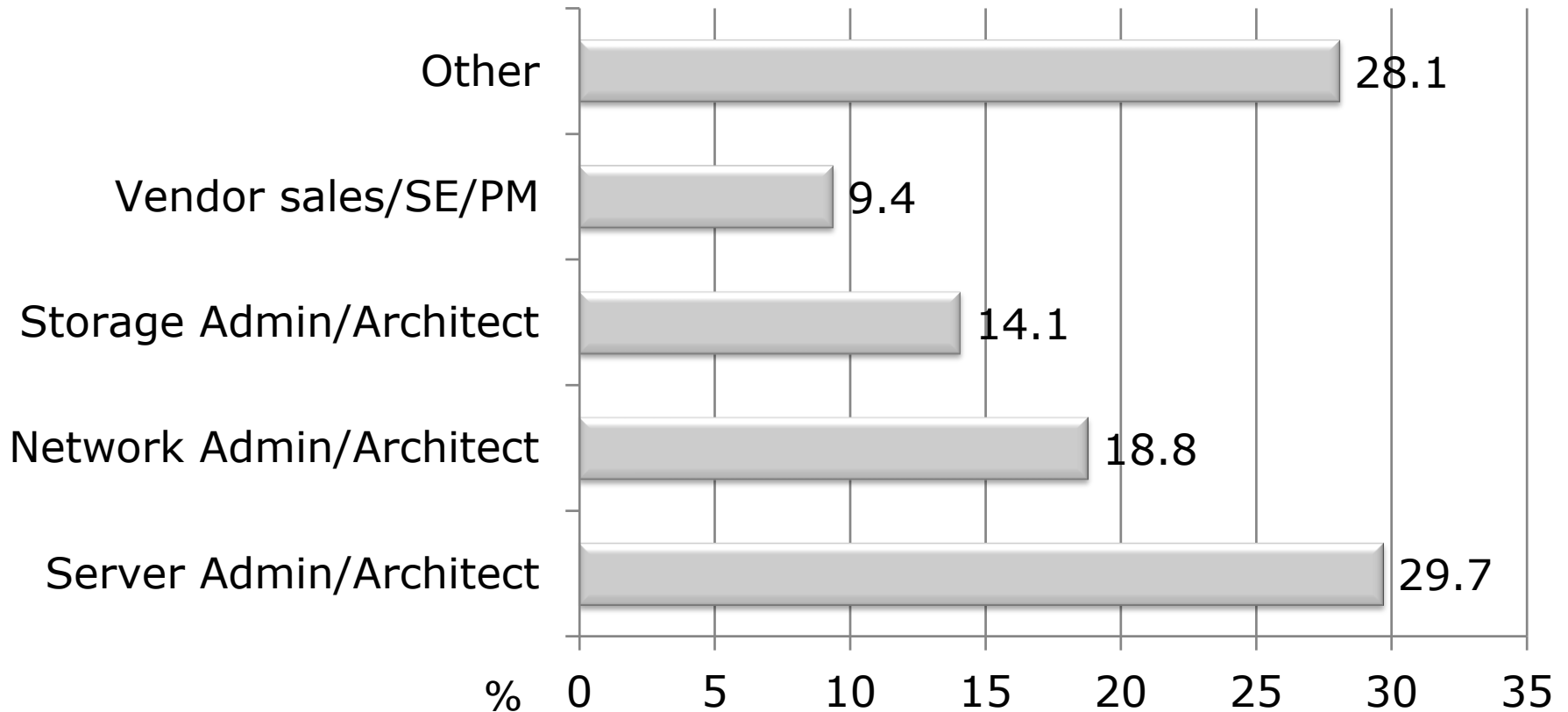
Number of servers in your environment:



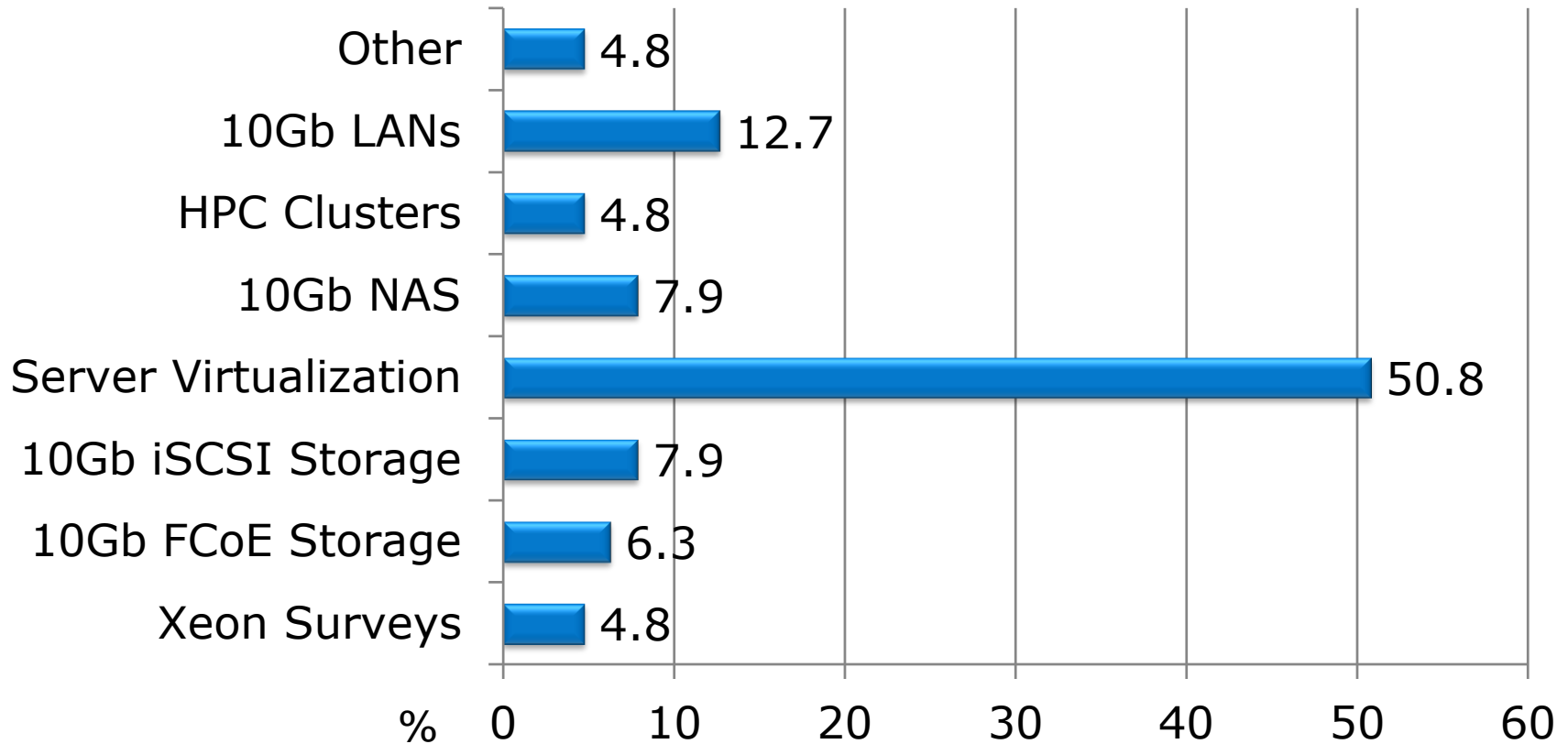
Predominant brand of server in your environment:



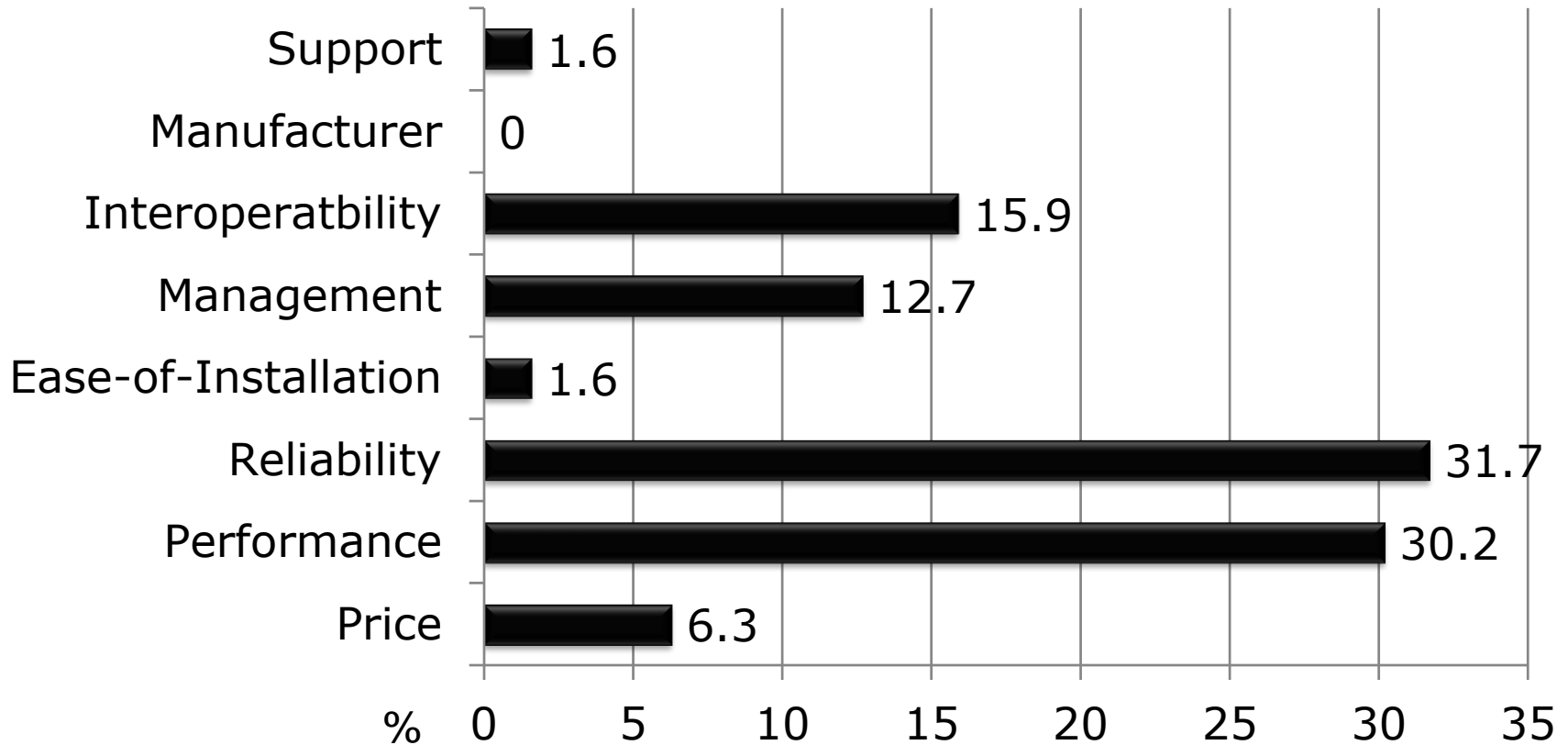
Your title or job description is:



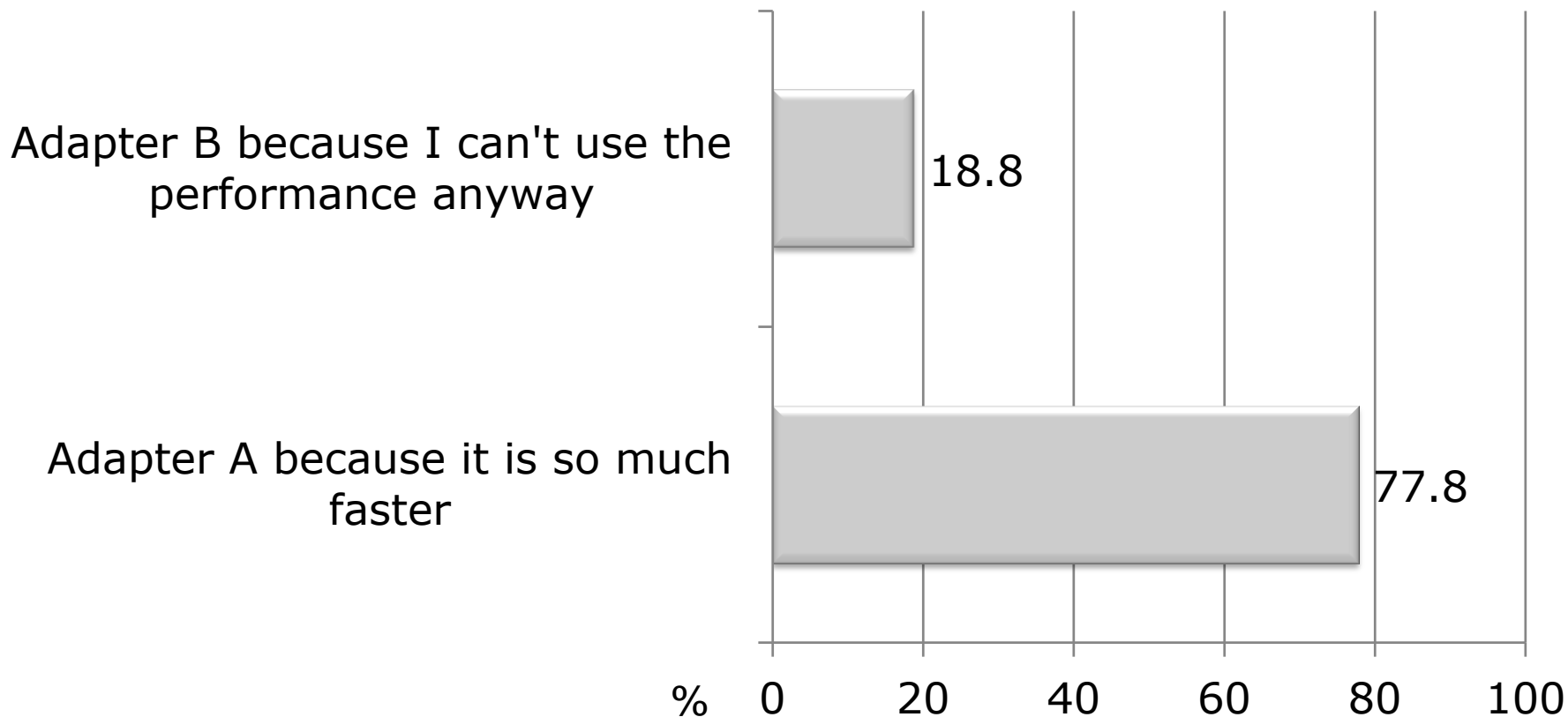
The application in my data center that is driving the adoption of 10Gb Ethernet is:



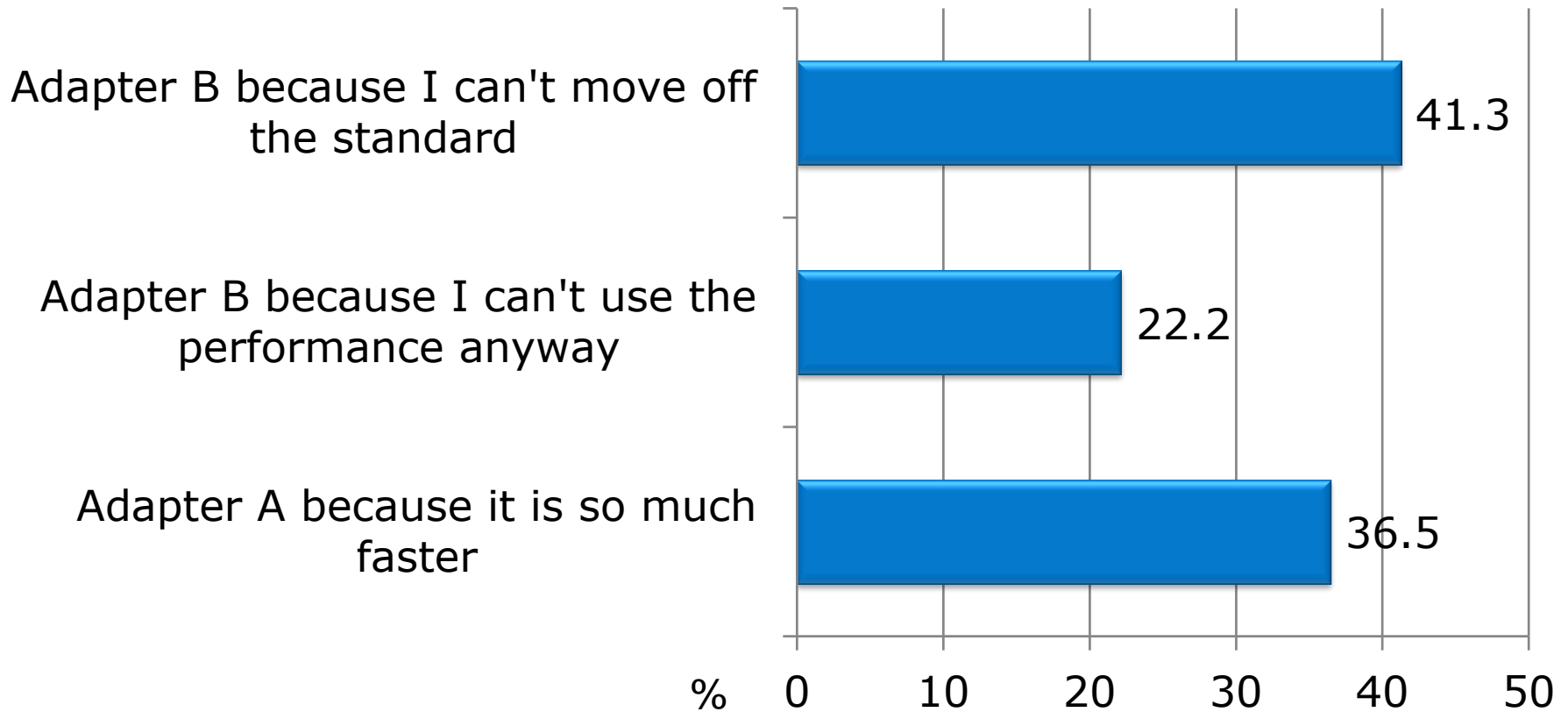
The most important capability of a network adapter is:



You have a choice of two 10Gb converged network adapters for your server. Adapter A and adapter B are equivalent in every way except adapter A can deliver 1 million IOPS, twice as fast as adapter B. You would buy:



You have a choice of two 10Gb converged network adapters for your server. Adapter A and adapter B are equivalent in every way except Adapter A can deliver 1 million IOPS, twice as fast as adapter B, but adapter B is what you are currently standardized on. You would buy:





**IT BRAND
PULSE™**

The logo features the text "IT BRAND" in a large, bold, white sans-serif font. The word "PULSE" is positioned below "BRAND" in a smaller, bold, white sans-serif font, followed by a trademark symbol (TM). A decorative graphic of grey, semi-transparent spheres is arranged in a pattern that resembles a pulse or a cluster of data points, extending from the right side of "BRAND" and overlapping "PULSE". The background is a solid blue color with a subtle, lighter blue abstract shape in the lower half.