# **Brand Leader Survey**

### 2016 Ethernet Top of Rack Switch

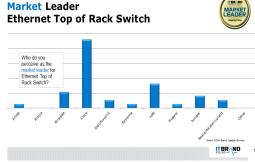
### Overview

The 2016 Brand Leader Survey for *Ethernet Top of Rack Switch* is nonsponsored research conducted annually by IT Brand Pulse.

## Measures perceptions of the people that matter most: IT Pros

IT Pros are the people that implement data center infrastructure making their responses the perceptions that matter most.

### Covers various products and six brand leader categories in an annual survey



IT Professionals were asked who they perceived as Market, Price, Performance, Reliability, Service & Support, and Innovation Leader in surveys that will be conducted annually for these particular product categories.

### The following Brand Leader collateral is available per product category:

- Award Logos \$1,500 (One price for up to 6 logos: Market, Price, Performance, Reliability, Service & Support, Innovation)
- Standard Infographic \$1,500 (One price for up to 7 poster-style Infographics: Brand, Market, Price, Performance, Reliability, Service & Support, Innovation)
- Brand Leader Profile \$1,500 (One-page analyst report)
- **Custom Infographic \$ 1,995** (Market segment overview, survey results, summary analysis)
- Survey Report \$ 1,995 (Includes previous year's comparison data, if applicable)
- Award Plaques \$ 1,000 (One price for up to six 7" X 9" plaques: Market, Price, Performance, Reliability, Service & Support, Innovation)
- Email Campaign-in-a-Box \$ 3,995 (Once a week email on your leader achievements x 12 wks x 50,000 IT Pros = 600,000 sends/approx. 30,000 opens over 12 wks)
- Package A \$ 2,500 Award Logos + Standard Infographic (\$ 3,000 value, if purchased separately)
- Package B \$ 3,500 Award Logos + Standard Infographic + Brand Leader Profile (\$ 4,500 value, if purchased separately )
- Package C \$ 7,500 The Works: Award Logos + Standard Infographic + Brand Leader Profile + Survey Report + Email Campaign-in-a-Box (\$ 10,490 value, if purchased separately )

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