Brand Leader Survey

2016 Unified Communications

Overview

The 2016 Brand Leader Survey for ***Unified Communications*** is non-sponsored 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 4 wks x 40,000 IT Pros = 160,000 sends/approx. 8,000 opens over 4 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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