

## 2016 Deduplication Backup Target Appliances

### Overview

The 2016 Brand Leader Survey for *Deduplication Backup Target Appliances* 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 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 )

### Order Now

For more info on brand leader surveys or collateral, visit our [website](#) or [contact us to order NOW!](#)

#### Market Leader Deduplication Backup Target Appliance 2016 Brand Leader Survey

