

## 2016 On-Premise vs. Cloud Virtual Desktops

### Overview

The 2016 Brand Leader Survey for *On-Premise vs. Cloud Virtual Desktops* 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)
- ◆ **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 - \$ 8,500 - 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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### 2016 Market Leader On-Premise vs. Cloud Virtual Desktop

