

## 2016 Server Virtualization

### Overview

The 2016 Brand Leader Survey for **Server Virtualization** is non-sponsored research conducted annually by IT Brand Pulse.

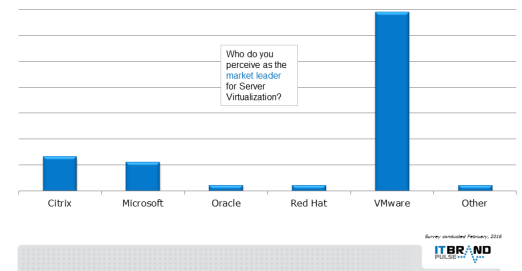
### Measures perceptions of the people that matter most: IT Pros

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.

#### Market Leader Server Virtualization 2016 Brand Leader Survey



### 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!](#)