Brand Leader Survey

2017 Next Gen AI-Based Endpoint Protection

2017 Market Leader

Overview

The 2017 Brand Leader Survey for **Next Gen Al-Based Endpoint Protection** is independent, nonsponsored research conducted annually by IT Brand Pulse.

Next Gen AI-Based Endpoint Protection

April 2017 Brand Leader Surve

IT Pros are the ones who implement data center infrastructure on an everyday basis—making

Measures perceptions of the people

who matter most: IT Pros

their responses the most valuable. For IT Pros, brand leader surveys provide meaningful data representing the opinions of hundreds of their peers on various products and vendors. For IT vendors, brand leader surveys uniquely reveal how a company is perceived by a cross-section of large enterprise, SMB and HPC IT pros, relative to other brands.

Covers various products with six brand leader categories in each annual survey

Global IT professionals are asked who they perceive as Market, Price, Performance, Reliability, Service & Support, and Innovation Leader—from a randomized field of provided vendors or the opportunity to write in an answer choice—in surveys conducted annually for 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, when 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 weeks)
- 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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For more info on brand leader surveys or collateral, visit our website or contact us to order NOW!