

2017 Translation Software

Overview

The 2017 Brand Leader Survey for *Translation Software* is independent, non-sponsored research conducted annually by IT Brand Pulse.

Measures perceptions of the people who matter most: IT Pros

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

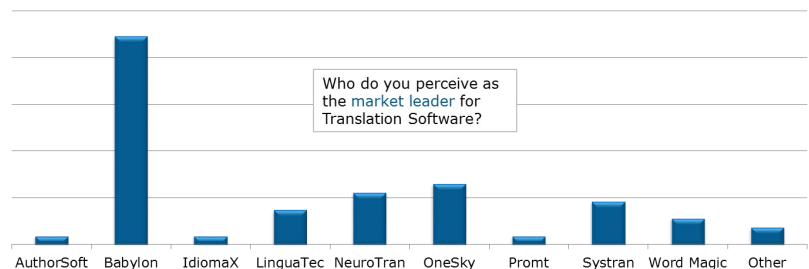
The following Brand Leader collateral is available *per product category*:

- ◆ **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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April 2017 Brand Leader Survey