

KCG 2013 HARDWARE/IT SAPA MAP Report - AGGREGATE

DUMMY DATA

Analysts

Program Effectiveness Metrics								Shortlisting				
Interactions per Quarter	Access to Executives	Quality and Availability of References	Efficacy of Comms	Responsiveness	Overall Effectiveness	Proactivity (1=PROACTIVE - 2=REACTIVE)	Total number of analysts indicating they shortlisted THIS vendor in the last 3 months across ALL segments	% of analysts that shortlist that have shortlisted THIS vendor in last 3 months across ALL segments	AVERAGE % of analysts responding that are Likely or Very Likely to shortlist THIS vendor NOW	AVERAGE net year on year increase or (decrease) in percentage of analysts that would shortlist vendor		

2013 HARDWARE/IT SAPA AVERAGE												
Analysts Participating		48										
Vendor	Count	IPQ	AE	REF	EFF	RESP	OE	PRO	3 MOS	%3 MOS	LTS	YOY
19 AMD	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
Cisco	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
Dell	36	4.25	6.08	5.69	5.95	6.36	6.54	1.53	23	38%	48%	1%
EMC	15	3.07	6.13	5.60	5.69	6.94	6.50	1.60	5	18%	40%	26%
Fujitsu	12	3.08	7.00	6.08	5.83	7.17	6.83	1.42	3	26%	50%	0%
Hitachi	22	2.86	7.00	6.23	6.26	7.27	6.79	1.43	9	27%	37%	36%
HP	31	4.52	7.00	6.06	5.18	7.26	6.86	1.59	20	40%	55%	37%
Huawei/Symantec	27	2.44	6.96	6.35	6.24	7.04	6.69	1.44	15	36%	61%	23%
IBM	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%
Intel	30	3.67	7.67	6.97	6.66	8.00	7.59	1.68	17	30%	54%	16%
Lenovo	14	3.07	6.14	5.00	4.69	7.43	6.93	1.31	5	30%	31%	0%
LSI	24	2.67	6.46	5.42	5.60	7.25	6.52	1.36	14	43%	54%	0%
Microsoft	27	2.96	6.93	6.22	5.75	7.41	6.92	1.36	18	40%	51%	25%
NetApp	12	3.00	7.58	6.58	6.62	7.38	7.58	1.36	7	30%	56%	44%
Nvidia	15	3.00	7.00	6.07	7.06	7.13	7.71	1.93	10	33%	61%	0%
Oracle	13	3.31	5.46	5.77	4.92	6.00	5.70	1.33	2	21%	75%	0%
Qualcomm	25	2.68	6.64	6.24	6.35	7.28	6.96	1.50	20	47%	44%	24%
Samsung	21	3.95	6.52	6.20	6.17	7.27	6.41	1.33	12	29%	55%	4%
Toshiba	11	1.73	5.91	5.82	5.64	7.80	6.70	1.60	4	43%	33%	0%
	19	2.63	5.58	5.53	4.90	6.68	6.22	1.35	5	38%	41%	17%

ANALYSTS PARTICIPATING

Vendors receiving less than threshold of analyst responses (20%)

Analyst	Firm	
1 Brian Bissett	Bissett Communications Corp. - The MFP Report	ARM
2 Tim Bajarin	Creative Strategies, Inc	Apple
3 Tony Prigmore	Enterprise Strategy Group	Canon
4 John Webster	Evaluator Group	Freescala
5 Randy Kerns	Evaluator Group	NEC
6 Jake Fishman	Gap Intelligence	Konica/Minolta
7 Alfonso Velosa	Gartner	Ricoh
8 Amy Teng	Gartner	Texas Instruments
9 Andrew Butler	Gartner	Xerox
10 Angela McIntyre	Gartner	Acer
11 Bryan Lewis	Gartner	Kyocera
12 Donna Scott	Gartner	Lexmark
13 Federica Troni	Gartner	BlueArc
14 George Weiss	Gartner	Cavium
15 Joe Unsworth	Gartner	Marvell
16 Jon Erensen	Gartner	Panasas
17 Leslie Fiering	Gartner	Pillar
18 Mark Hung	Gartner	Scale Computing
19 Martin Reynolds	Gartner	Sharp
20 Philip Dawson	Gartner	Oca
21 Roger W Cox	Gartner	PMC/Adaptec
22 Sharon Mcnee	Gartner	Pitney Bowes
23 Stanley Zaffos	Gartner	ARC
24 Steve Kleynhans	Gartner	ATTO
25 Tim Mahon	Gartner	NetLogic
26 Valdis Filks	Gartner	Promise
27 Andrew Buss	IDC	Gateway
28 Bob O'Donnell	IDC	
29 Crawford Del Prete	IDC	
30 Dave Reinsel	IDC	
31 Jeff Janukowicz	IDC	
32 John Rydning	IDC	
33 Keith Kmetz	IDC	
34 Laura DuBois	IDC	
35 Liz Conner	IDC	
36 Mario Morales	IDC	
37 Matt Eastwood	IDC	
38 Richard Villars	IDC	
39 Robert Amatruada	IDC	
40 Shane Rau	IDC	
41 Vernon Turner	IDC	
42 Jon Peddie	Jon Peddie Research	
43 Jim Handy	Objective Analysis	
44 Ann Priede	Photizo Group	
45 Ken Stewart	Photizo Group	
46 Deni Connor	SSG-NOW	
47 Krista Macomber	Technology Business Research	
48 Tom R. Halfhill	The Linley Group	