

KCG 2013 HARDWARE/IT MAP Report - SEMICONDUCTORS

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 in THIS segment	% of analysts that shortlist that have shortlisted THIS vendor in last 3 months	% of analysts responding that are Likely or Very Likely to shortlist vendor	net year on year increase or (decrease) in percentage of analysts that would shortlist vendor
SEMICONDUCTORS SEGMENT AVERAGE		3.23	6.69	6.18	5.81	7.03	6.62	1.50	10	32%	47%	14%
2013 HARDWARE/IT SAPA AVERAGE		3.17	6.64	6.09	5.82	7.06	6.67	1.49	10	32%	48%	13%
Analysts Participating	22											
Vendor	Count	IPQ	AE	REF	EFF	RESP	OE	PRO	3 MOS	%3 MOS	LTS	YOY
Acer	15	3.00	7.00	6.07	7.06	7.13	7.71	1.93	10	33%	61%	0%
AMD	13	3.31	5.46	5.77	4.92	6.00	5.70	1.33	2	21%	75%	0%
Apple	27	2.44	6.96	6.35	6.24	7.04	6.69	1.44	15	36%	61%	23%
ARM	21	3.95	6.52	6.20	6.17	7.27	6.41	1.33	12	29%	55%	4%
Cavium	11	1.73	5.91	5.82	5.64	7.80	6.70	1.60	4	43%	33%	0%
Cisco	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
Dell	15	3.07	6.13	5.60	5.69	6.94	6.50	1.60	5	18%	40%	26%
EMC	12	3.08	7.00	6.08	5.83	7.17	6.83	1.42	3	26%	50%	0%
Freescale	22	2.86	7.00	6.23	6.26	7.27	6.79	1.43	9	27%	37%	36%
Fujitsu	19	2.63	5.58	5.53	4.90	6.68	6.22	1.35	5	38%	41%	17%
Hitachi	27	3.44	7.37	6.96	6.14	7.44	7.08	1.72	15	29%	47%	28%
HP	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%
IBM	12	3.00	7.58	6.58	6.62	7.38	7.58	1.36	7	30%	56%	44%
Intel	31	4.52	7.00	6.06	5.18	7.26	6.86	1.59	20	40%	55%	37%
Lenovo	24	2.67	6.46	5.42	5.60	7.25	6.52	1.36	14	43%	54%	0%
LSI	27	2.96	6.93	6.22	5.75	7.41	6.92	1.36	18	40%	51%	25%
Marvell	31	4.52	7.00	6.06	5.18	7.26	6.86	1.59	20	40%	55%	37%
Microsoft	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
NetApp	22	2.86	7.00	6.23	6.26	7.27	6.79	1.43	9	27%	37%	36%
Nvidia	30	3.67	7.67	6.97	6.66	8.00	7.59	1.68	17	30%	54%	16%
Oracle	14	3.07	6.14	5.00	4.69	7.43	6.93	1.31	5	30%	31%	0%
Qualcomm	36	4.25	6.08	5.69	5.95	6.36	6.54	1.53	23	38%	48%	1%
Samsung	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
Texas Instruments	25	2.68	6.64	6.24	6.35	7.28	6.96	1.50	20	47%	44%	24%
Toshiba	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%

ANALYSTS PARTICIPATING

Analyst	Firm	Vendors receiving less than threshold of analyst responses (20%)
1 Tim Bajarin	Creative Strategies, Inc	Canon
2 Alfonso Velosa	Gartner	NEC
3 Amy Teng	Gartner	NetLogic
4 Angela McIntyre	Gartner	Panasas
5 Bryan Lewis	Gartner	Pillar
6 Joe Unsworth	Gartner	ATTO
7 Jon Erensen	Gartner	BlueArc
8 Mark Hung	Gartner	Gateway
9 Martin Reynolds	Gartner	Konica/Minolta
10 Steve Kleynhans	Gartner	Kyocera
11 Tim Mahon	Gartner	Lexmark
12 Andrew Buss	IDC	Oce
13 Crawford Del Prete	IDC	Pitney Bowes
14 Dave Reinsel	IDC	Promise
15 Jeff Janukowicz	IDC	Ricoh
16 John Rydning	IDC	Scale Computing
17 Mario Morales	IDC	Sharp
18 Shane Rau	IDC	Xerox
19 Vernon Turner	IDC	DT
20 Jon Peddie	Jon Peddie Research	
21 Jim Handy	Objective Analysis	
22 Tom R. Halfhill	The Linley Group	