

KCG 2013 HARDWARE/IT MAP Report - WORKSTATIONS

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
WORKSTATIONS SEGMENT AVERAGE		3.19	6.60	6.21	5.79	6.99	6.58	1.50	10	32%	48%	13%
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

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

Vendor	Count	IPQ	AE	REF	EFF	RESP	OE	PRO	3 MOS	%3 MOS	LTS	YOY
24 Acer	11	1.73	5.91	5.82	5.64	7.80	6.70	1.60	4	43%	33%	0%
AMD	15	3.07	6.13	5.60	5.69	6.94	6.50	1.60	5	18%	40%	26%
Apple	27	2.96	6.93	6.22	5.75	7.41	6.92	1.36	18	40%	51%	25%
ARM	19	2.63	5.58	5.53	4.90	6.68	6.22	1.35	5	38%	41%	17%
Cisco	13	3.31	5.46	5.77	4.92	6.00	5.70	1.33	2	21%	75%	0%
Dell	30	3.67	7.67	6.97	6.66	8.00	7.59	1.68	17	30%	54%	16%
EMC	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
Freescall	27	3.44	7.37	6.96	6.14	7.44	7.08	1.72	15	29%	47%	28%
Fujitsu	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	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	21	3.95	6.52	6.20	6.17	7.27	6.41	1.33	12	29%	55%	4%
IBM	25	2.68	6.64	6.24	6.35	7.28	6.96	1.50	20	47%	44%	24%
Intel	36	4.25	6.08	5.69	5.95	6.36	6.54	1.53	23	38%	48%	1%
Lenovo	12	3.00	7.58	6.58	6.62	7.38	7.58	1.36	7	30%	56%	44%
LSI	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%
NEC	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%
NetApp	27	2.44	6.96	6.35	6.24	7.04	6.69	1.44	15	36%	61%	23%
Nvidia	12	3.08	7.00	6.08	5.83	7.17	6.83	1.42	3	26%	50%	0%
Oracle	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%
Qualcomm	24	2.67	6.46	5.42	5.60	7.25	6.52	1.36	14	43%	54%	0%
Samsung	14	3.07	6.14	5.00	4.69	7.43	6.93	1.31	5	30%	31%	0%
Toshiba	15	3.00	7.00	6.07	7.06	7.13	7.71	1.93	10	33%	61%	0%

Analyst	Firm
1 Federica Troni	Gartner
2 Leslie Fiering	Gartner
3 Steve Kleynhans	Gartner
4 Bob O'Donnell	IDC
5 Matt Eastwood	IDC
6 Vernon Turner	IDC
7 Jon Pedde	Jon Peddie Research

- ARC
- ATTO
- BlueArc
- Canon
- Cavium
- Gateway
- Konica/Minolta
- Kyocera
- Lexmark
- Marvell
- NetLogic
- Oce
- Panasas
- Pillar
- Pitney Bowes
- PMC/Adaptec
- Promise
- Ricon
- Scale Computing
- Sharp
- Texas Instruments
- Xerox