

KCG 2013 HARDWARE/IT MAP Report - MFPs

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	
MFPs SEGMENT AVERAGE		3.48	6.77	6.26	5.84	6.96	6.58	1.49	10	29%	49%	15%	
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		6											
13	Vendor	Count	IPQ	AE	REF	EFF	RESP	OE	PRO	3 MOS	%3 MOS	LTS	YOY
	Canon	36	4.25	6.08	5.69	5.95	6.36	6.54	1.53	23	38%	48%	1%
	Dell	13	3.31	5.46	5.77	4.92	6.00	5.70	1.33	2	21%	75%	0%
	HP	31	4.52	7.00	6.06	5.18	7.26	6.86	1.59	20	40%	55%	37%
	Konica/Minolta	30	3.67	7.67	6.97	6.66	8.00	7.59	1.68	17	30%	54%	16%
	Kyocera	15	3.07	6.13	5.60	5.89	6.94	6.50	1.60	5	18%	40%	26%
	Lexmark	21	3.95	6.52	6.20	6.17	7.27	6.41	1.33	12	29%	55%	4%
	Oce	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
	Pitney Bowes	22	2.86	7.00	6.23	6.26	7.27	6.79	1.43	9	27%	37%	36%
	Ricoh	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%
	Samsung	12	3.00	7.58	6.58	6.62	7.38	7.58	1.36	7	30%	56%	44%
	Sharp	12	3.08	7.00	6.08	5.83	7.17	6.83	1.42	3	26%	50%	0%
	Toshiba	27	2.96	6.93	6.22	5.75	7.41	6.92	1.36	18	40%	51%	25%
	Xerox	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%

ANALYSTS PARTICIPATING

Analyst	Firm
1 Brian Bissett	Bissett Communications Corp. - The MFP Report
2 Jake Fishman	Gap Intelligence
3 Sharon Mcnee	Gartner
4 Keith Kmetz	IDC
5 Vernon Turner	IDC
6 Ann Friede	Photizo Group

- Cisco
- EMC
- Fujitsu
- Hitachi
- Huawei/Symantec
- IBM
- Intel
- NetApp
- Acer
- AMD
- Apple
- ARC
- ARM
- ATTO
- BlueArc
- Cavium
- Freescale
- Gateway
- Lenovo
- LSI
- Marvell
- Microsoft
- NEC
- NetLogic
- Nvidia
- Oracle
- Panasas
- Pillar
- PMC/Adaptec
- Promise
- Qualcomm
- Scale Computing
- Texas Instruments

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