

KCG 2013 HARDWARE/IT MAP Report - MPS

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

ANALYSTS PARTICIPATING

Analyst	Firm
1 Brian Bissett	Bissett Communications Corp. - The MFP Report
2 Jake Fishman	Gap Intelligence
3 Sharon Monee	Gartner
4 Crawford Del Prete	IDC
5 Keith Kmetz	IDC
6 Ann Priede	Photizo Group
7 Ken Stewart	Photizo Group

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

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