KCG 2013 HARDWARE/IT MAP Report - SERVERS

	DUMMY DATA	Analysts	Program Effectiveness Metrics: Interactions per Quarter	Access to Executives	Quality and Availability of References	Efficacy of Comms	Responsiveness	Overall Effectiveness	Proactivity (1=PROACTIVE - 2=REACTIVE	Shortlisting: 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
	SERVERS SEGMENT AVERAGE		3.25	6.69	6.13	5.80	7.08	6.69	1.51	10.82	33%	48%	14%
	2013 HARDWARE/IT SAPA AVERAGE		3.17	6.64	6.09	5.82	7.06	6.67	1.49	10.15	32%	48%	13%
	Analysts Participating	14											
	Vendor	Count	IPQ	AE	REF	EFF	RESP	OE	PRO	3 MOS	%3 MOS	LTS	YOY
22	Acer	14	3.07	6.14	5.00	4.69	7.43	6.93	1.31	5	30%	31%	0%
	AMD	12	3.08	7.00	6.08	5.83	7.17	6.83	1.42	3	26%	50%	0%
	Apple	15	3.00	7.00	6.07	7.06	7.13	7.71	1.93	10	33%	61%	0%
	ARM	31	4.52	7.00	6.06	5.18	7.26	6.86	1.59	20	40%	55%	37%
	Cisco	36	4.25	6.08	5.69	5.95	6.36	6.54	1.53	23	38%	48%	1%
	Dell	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%
	EMC	30	3.67	7.67	6.97	6.66	8.00	7.59	1.68	17	30%	54%	16%
	Fujitsu	27	2.96	6.93	6.22	5.75	7.41	6.92	1.36	18	40%	51%	25%
	Hitachi	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
	HP	15	3.07	6.13	5.60	5.69	6.94	6.50	1.60	5	18%	40%	26%
	Huawei/Symantec	22	2.86	7.00	6.23	6.26	7.27	6.79	1.43	9	27%	37%	36%
	IBM	31	4.52	7.00	6.06	5.18	7.26	6.86	1.59	20	40%	55%	37%
	Intel	12	3.00	7.58	6.58	6.62	7.38	7.58	1.36	7	30%	56%	44%
	Lenovo	25	2.68	6.64	6.24	6.35	7.28	6.96	1.50	20	47%	44%	24%
	LSI	27	2.44	6.96	6.35	6.24	7.04	6.69	1.44	15	36%	61%	23%
	Microsoft	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
	NEC	11	1.73	5.91	5.82	5.64	7.80	6.70	1.60	4	43%	33%	0%
	NetApp	13	3.31	5.46	5.77	4.92	6.00	5.70	1.33	2	21%	75%	0%
	Nvidia	24	2.67	6.46	5.42	5.60	7.25	6.52	1.36	14	43%	54%	0%
	Oracle	21	3.95	6.52	6.20	6.17	7.27	6.41	1.33	12	29%	55%	4%
	Qualcomm	19	2.63	5.58	5.53	4.90	6.68	6.22	1.35	5	38%	41%	17%
	Samsung	27	3.44	7.37	6.96	6.14	7.44	7.08	1.72	15	29%	47%	28%

ANALYSTS PARTICIPATING

	Analyst	Firm
1	Tim Bajarin	Creative Strategies, Inc
2	Tony Prigmore	Enterprise Strategy Group
3	Andrew Butler	Gartner
4	Donna Scott	Gartner
5	George Weiss	Gartner
6	Martin Reynolds	Gartner
7	Philip Dawson	Gartner
8	Andrew Buss	IDC
9	Crawford Del Prete	IDC
10	Matt Eastwood	IDC
11	Richard Villars	IDC
12	Vernon Turner	IDC
13	Deni Connor	SSG-NOW
14	Krista Macomber	Technology Business Research

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

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