KCG 2013 HARDWARE/IT MAP Report - STORAGE

DUMMY DATA	Analysts	Program Effectiveness Metrics							Shortlisting				Vendors receiving less than threshold of analyst responses (20%)
		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	
STORAGE SEGMENT AVERAGE		3.22	6.64	6.17	5.80	7.04	6.63	1.50	11	32%	48%	14%	Acer
2013 HARDWARE/IT SAPA AVERAGE		3.17	6.64	6.09	5.82	7.06	6.67	1.49	10	32%	48%	13%	Nvidia
Analysts Participating	22											ANALYSTS PARTICIPATING	PMC/Adaptec

	Vendor	Count	IPQ	AE	REF	EFF	RESP	OE	PRO	3 MOS	%3 MOS	LTS	YOY		Analyst	Firm	
23	AMD	15	3.00	7.00	6.07	7.06	7.13	7.71	1.93	10	33%	61%	0%	1	Tim Bajarin	Creative Strategies, Inc	Qualcomm
	Apple	11	1.73	5.91	5.82	5.64	7.80	6.70	1.60	4	43%	33%	0%	2	Tony Prigmore	Enterprise Strategy Group	ARM
	BlueArc	19	2.63	5.58	5.53	4.90	6.68	6.22	1.35	5	38%	41%	17%	3	John Webster	Evaluator Group	Marvell
	Cisco	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%	4	Randy Kerns	Evaluator Group	ATTO
	Dell	30	3.67	7.67	6.97	6.66	8.00	7.59	1.68	17	30%	54%	16%	5	Donna Scott	Gartner	Canon
	EMC	31	4.52	7.00	6.06	5.18	7.26	6.86	1.59	20	40%	55%	37%	6	Joe Unsworth	Gartner	Freescale
	Fujitsu	27	2.96	6.93	6.22	5.75	7.41	6.92	1.36	18	40%	51%	25%	7	Roger W Cox	Gartner	Promise
	Hitachi	13	3.31	5.46	5.77	4.92	6.00	5.70	1.33	2	21%	75%	0%	8	Stanley Zaffos	Gartner	ARC
	HP	15	3.07	6.13	5.60	5.69	6.94	6.50	1.60	5	18%	40%	26%	9	Valdis Filks	Gartner	Cavium
	Huawei/Symantec	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%	10	Andrew Buss	IDC	Gateway
	IBM	36	4.25	6.08	5.69	5.95	6.36	6.54	1.53	23	38%	48%	1%	11	Crawford Del Prete	IDC	Konica/Minolta
	Intel	21	3.95	6.52	6.20	6.17	7.27	6.41	1.33	12	29%	55%	4%	12	Dave Reinsel	IDC	Kyocera
	Lenovo	24	2.67	6.46	5.42	5.60	7.25	6.52	1.36	14	43%	54%	0%	13	Jeff Janukowicz	IDC	Lexmark
	LSI	12	3.08	7.00	6.08	5.83	7.17	6.83	1.42	3	26%	50%	0%	14	John Rydning	IDC	NetLogic
	Microsoft	22	2.86	7.00	6.23	6.26	7.27	6.79	1.43	9	27%	37%	36%	15	Laura DuBois	IDC	Oce
	NEC	27	2.44	6.96	6.35	6.24	7.04	6.69	1.44	15	36%	61%	23%	16	Liz Conner	IDC	Pitney Bowes
	NetApp	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%	17	Richard Villars	IDC	Ricoh
	Oracle	12	3.00	7.58	6.58	6.62	7.38	7.58	1.36	7	30%	56%	44%	18	Robert Amatruda	IDC	Sharp
	Panasas	27	3.44	7.37	6.96	6.14	7.44	7.08	1.72	15	29%	47%	28%	19	Vernon Turner	IDC	Texas Instruments
	Pillar	31	4.52	7.00	6.06	5.18	7.26	6.86	1.59	20	40%	55%	37%	20	Jim Handy	Objective Analysis	Xerox
	Samsung	25	2.68	6.64	6.24	6.35	7.28	6.96	1.50	20	47%	44%	24%	21	Deni Connor	SSG-NOW	
	Scale Computing	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%	22	Krista Macomber	Technology Business Research	
	Toshiba	14	3.07	6.14	5.00	4.69	7.43	6.93	1.31	5	30%	31%	0%				