

Cisco: 2016 Integrated System Market Leader

Integrated System Market Overview

IT Brand Pulse defines integrated systems as an umbrella product category for three types of systems which include server, storage and networking: 1) Appliances such as Oracle Exadata Database Machine, 2) Converged systems such as VCE vBlock for mixed workloads, and 3) Hyperconverged systems, such as Cisco HyperFlex, which deliver software-defined, server-based storage.



Cisco Voted Integrated System Market Leader

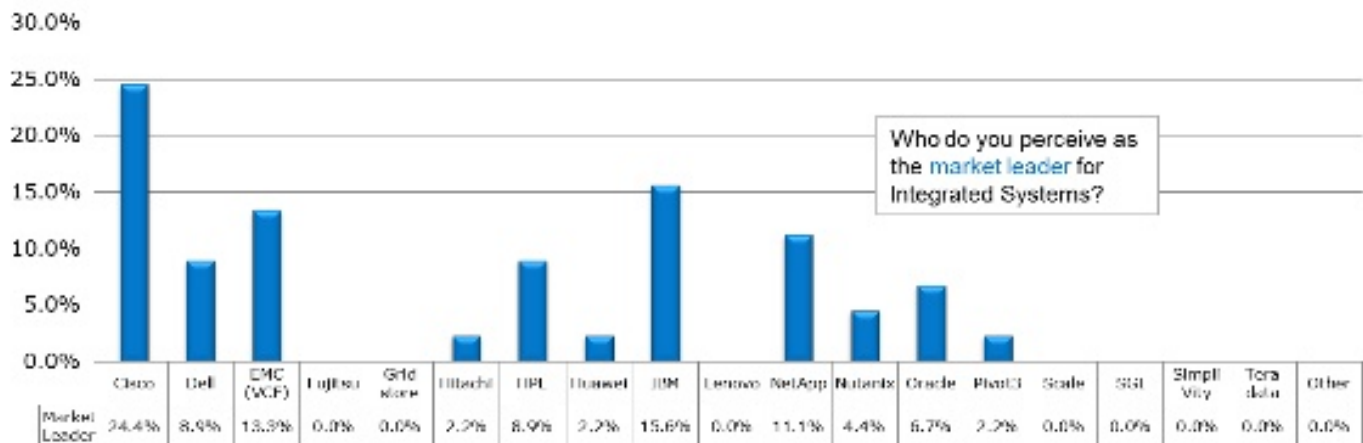
In the first brand leader survey covering the fast-growing Integrated System product category, IT pros selected Cisco as the Market Leader from a crowded field of 18 leading vendors. While Cisco is new to the hyperconverged market, IT respondents signaled they are well aware that Cisco's server and networking products have played key roles in appliances and converged systems for many years.



Cisco Brand Values Which Stand Out

In addition to being voted Market Leader, Cisco was chosen as Innovation, Performance and Reliability leader. This suggests that enterprise IT professionals value the useful innovation which the new class of integrated systems brings, however, best-in-class performance and reliability are also needed to be considered a market leader.

2016 Integrated System Brand Leader Survey



IT Brand Pulse Brand Leader Surveys

In a sea of high-powered IT advertising, the Brand Leader Program delivers survey data which captures the perceptions of IT professionals. Brand Leader Surveys are not vendor sponsored and cover hundreds of IT categories each year – from servers, storage and networking to software and other broad IT market segments. Responses are solicited from over 1,000,000 members of on-line groups and the IT Brand Pulse IT Pro and end-user database. Learn more about brand leader surveys at www.itbrandpulse.com.