



# Customers give Cisco high marks

# Summary of Study

- April 22, 2015: 451 Research conducted a Servers and Virtualization Wave 14 Study. As a part of the Customer Assessment portion of the study, respondents chose vendors and ranked them in 14 categories, for customer promise and fulfillment.
- Future vendor alternatives to current hardware vendors were considered, in addition to projected future spending behaviors.





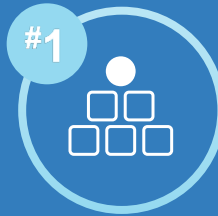
# Cisco Received The **Highest Score** For Promise Out Of All **Hardware-centric Vendors**



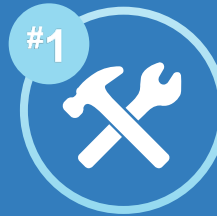
Technical Innovation



Brand/ Reputation



Competitive Positioning



Technical Support



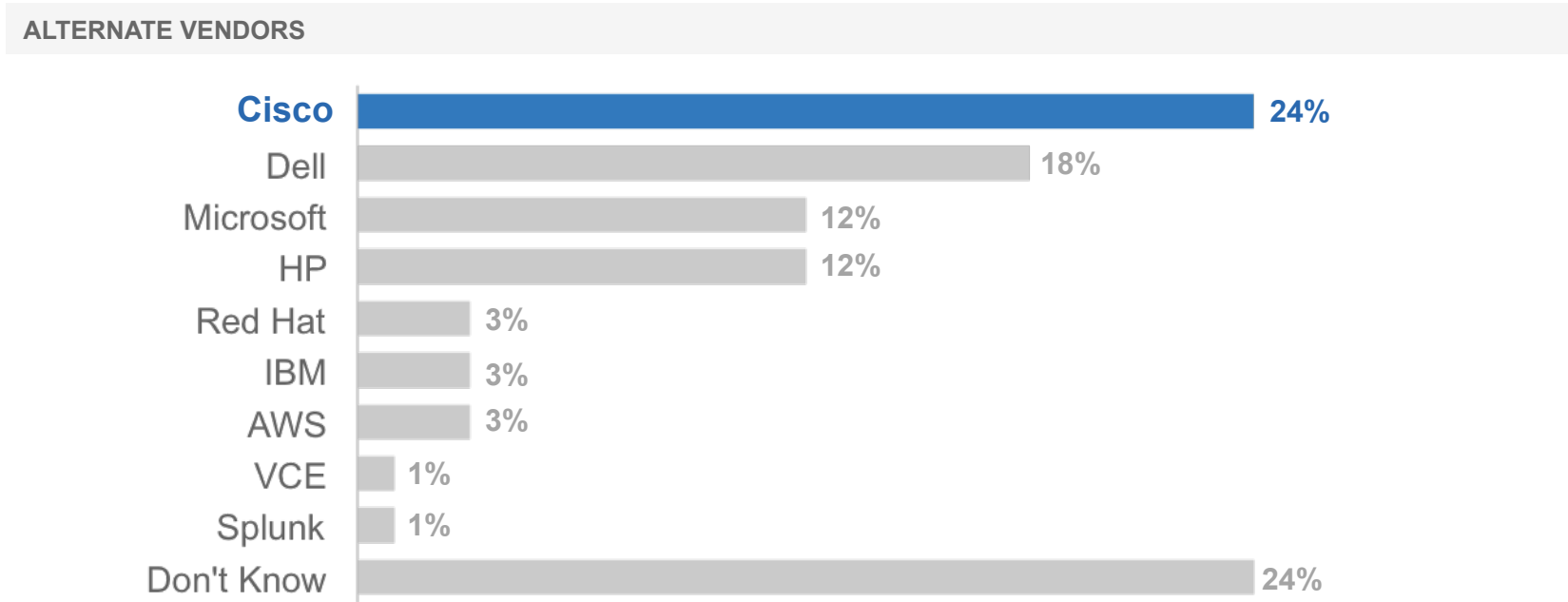
Sales Force



\*Features/ Functions

Cisco emerged top of mind, for those looking to switch vendors  
(most common alternative vendor under consideration)

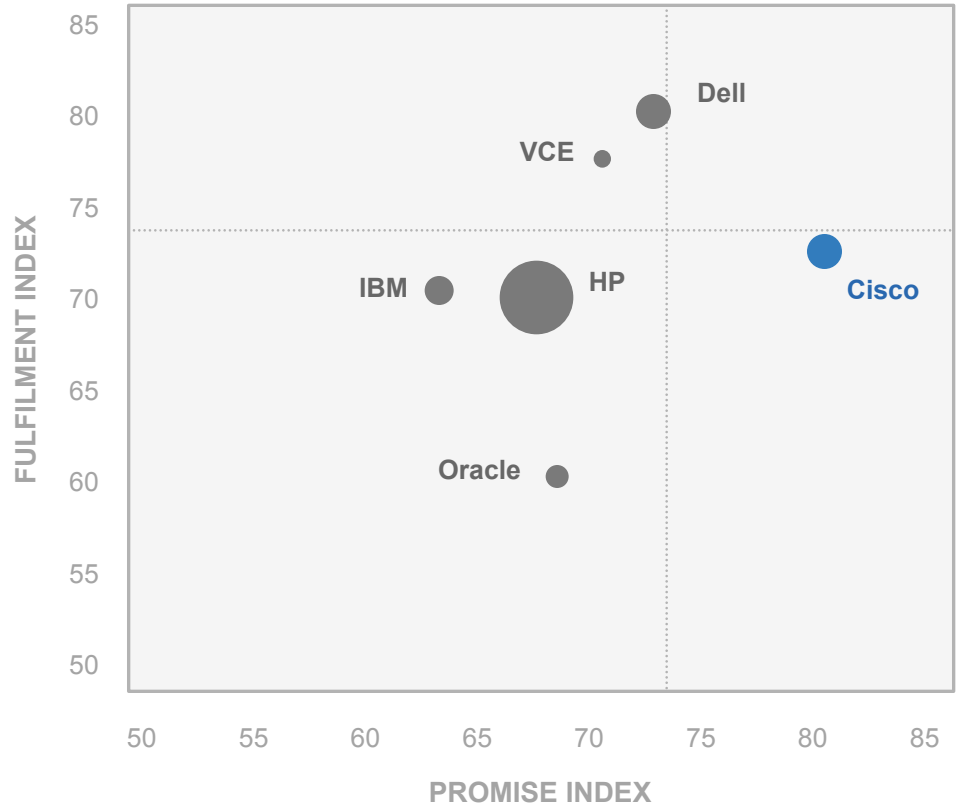
# Vendors Considered by **Customers Looking to Switch** From Current Vendor



Source: [451 Research Servers and Virtualization Wave 14 Study](#)  
Published April 22, 2015

# Market Window — Hardware Vendors in Focus for Customer Fulfillment & Promise

VENDOR	PROMISE SCORE	FULFILMENT SCORE
<b>Cisco</b>	<b>79</b>	<b>78</b>
Dell	72	80
HP	67	70
IBM	63	71
Oracle	68	61
VCE	70	78
<b>Average</b>	<b>73</b>	<b>74</b>





**CISCO**

*TOMORROW starts here.*