WAN Optimization Brand Leader Report

February 2012

Brand201203- Copyright © 2012 IT Brand Pulse



Table of Contents

1.	WAN Optimization Brand Leader Survey Methodology	Page 3
2.	WAN Optimization Brand Leader Summary Analysis	Page 4
3.	WAN Optimization 2012 Market Leader Bar Chart	Page 7
4.	WAN Optimization 2012 Price Leader Bar Chart	Page 9
5.	WAN Optimization 2012 Performance Leader Bar Chart	Page 11
6.	WAN Optimization 2012 Reliability Leader Bar Chart	Page 13
7.	WAN Optimization 2012 Service and Support Leader Bar Chart	Page 15
8.	WAN Optimization 2012 Innovation Leader Bar Chart	Page 17
9.	WAN Optimization 2011/2012 Market Leader Bar Chart	Page 19
10.	WAN Optimization 2011/2012 Price Leader Bar Chart	Page 20
11.	WAN Optimization 2011/2012 Performance Leader Bar Chart	Page 21
12.	WAN Optimization 2011/2012 Reliability Leader Bar Chart	Page 22
13.	WAN Optimization 2011/2012 Service and Support Leader Bar Chart	Page 23
14.	WAN Optimization 2011/2012 Innovation Leader Bar Chart	Page 24
15.	WAN Optimization 2012 Brand Leader Survey Data	Page 25

WAN Optimization Brand Leader Survey Methodology

- Brand Leader Reports are designed to measure the pulse of brand leadership in specific product categories using surveys with at least 100 respondents.
- The WAN Optimization Brand Leader Survey was conducted in February, 2012 and published in February, 2012.
 - Respondents were solicited from approximately 1 million members of 100 on-line IT groups, and from the IT Brand Pulse end-user database.
 - One hundred seventy-two IT Pros completed this survey.
 - Responses were collected using an on-line survey engine.
- In each part respondents were provided with a list of vendors and asked six questions:
 - 1. Who do you perceive as the WAN Optimization market leader?
 - 2. Who do you perceive as the WAN Optimization price leader?
 - 3. Who do you perceive as the WAN Optimization performance leader?
 - 4. Who do you perceive as the WAN Optimization reliability leader?
 - 5. Who do you perceive as the WAN Optimization service & support leader?
 - 6. Who do you perceive as the WAN Optimization innovation leader?



Summary Analysis

- Cisco captures WAN Optimization Market Leader Award for 2nd Consecutive Year
 - Cisco dominated voting with almost twice as many respondents choosing the company as the WAN Optimization Market Leader over second place Riverbed. In turn, Riverbed was chosen by over twice as many respondents who selected third place F5.

• Cisco sweeps all six brand leader categories

 In the 2011 survey, Cisco won five of six categories, with Riverbed walking away with the Innovation award. In 2012, Cisco captured all six awards by being selected as the WAN Optimization Market, Price, Performance, Reliability, Service & Support, and Innovation Leader.

• Cisco seizes Innovation Leader Award from 2011 Award Winner, Riverbed

 Cisco introduced a major refresh of their WAAS product line in November 2011, including new router blades, appliances and virtual WAAS software. Apparently IT professionals have taken notice as Cisco unseated Riverbed as the WAN Optimization Innovation Leader in 2012.

• Riverbed is clear runner-up; placing 2nd in five categories

 While Riverbed is still the market share leader, Cisco stalled Riverbed market share growth in the second half of 2011, and is winning the battle for brand leadership. Riverbed placed second in every category of brand leadership, except price.

• Juniper picked Second for Price Leadership and Citrix in Third for Innovation

 It is notable that Juniper ran second for WAN Optimization Price Leadership as they overtook Riverbed, who tied for first with Cisco last year. IT professionals also recognized the innovative products Citrix has recently delivered with Cisco, by selecting the company third in the race for Innovation leader.



2012 Survey Results







Market Leader

WAN Optimization Brand Leader Survey: February 2012













Price Leader

WAN Optimization Brand Leader Survey: February 2012











Performance Leader

WAN Optimization Brand Leader Survey: February 2012











Reliability Leader

WAN Optimization Brand Leader Survey: February 2012











Service and Support Leader

WAN Optimization Brand Leader Survey: February 2012











Innovation Leader

WAN Optimization Brand Leader Survey: February 2012





2011 versus 2012



Market Leader

WAN Optimization Brand Leader Survey: February 2011 vs. February 2012





Price Leader

WAN Optimization Brand Leader Survey: February 2011 vs. February 2012





Performance Leader

WAN Optimization Brand Leader Survey: February 2011 vs. February 2012





Reliability Leader

WAN Optimization Brand Leader Survey: February 2011 vs. February 2012





Service and Support Leader

WAN Optimization Brand Leader Survey: February 2011 vs. February 2012





Innovation Leader

WAN Optimization Brand Leader Survey: February 2011 vs. February 2012





WAN Optimization Brand Leader Survey Data February 2011 vs. February 2012

WAN Optimization	Blue Coat	Certeon	Cisco	Citrix	Exinda	Expand	F5	Ipanema	Juniper	Riverbed	Silver Peak	Other	Total
February 2012													
Market Leader	4.7%	1.2%	45.3%	6.4%	0.0%	0.0%	9.3%	0.0%	5.2%	25.0%	1.2%	1.7%	100%
Price Leader	9.3%	1.7%	21.6%	12.8%	1.2%	1.7%	8.1%	0.6%	17.4%	15.7%	4.1%	5.8%	100%
Performance Leader	4.1%	0.0%	40.1%	8.7%	0.0%	0.6%	8.7%	0.0%	9.9%	23.3%	1.7%	2.9%	100%
Reliability Leader	3.5%	0.6%	46.0%	8.1%	0.0%	1.2%	12.2%	0.0%	8.1%	17.4%	1.2%	1.7%	100%
Service & Support Leader	1.2%	0.6%	51.2%	7.0%	0.0%	0.6%	8.1%	0.0%	8.7%	18.0%	1.2%	3.4%	100%
Innovation Leader	5.8%	0.6%	27.4%	11.6%	2.3%	1.2%	8.1%	1.7%	7.6%	23.8%	5.8%	4.1%	100%
February 2011													
Market Leader	6.5%	0.0%	42.3%	5.7%	0.8%	0.0%	7.3%	0.0%	6.5%	28.5%	0.8%	1.6%	100%
Price Leader	8.9%	1.6%	22.8%	4.1%	0.8%	0.8%	13.8%	0.8%	17.1%	22.8%	3.3%	3.2%	100%
Performance Leader	4.9%	0.0%	32.5%	3.3%	0.0%	0.8%	14.6%	0.8%	9.8%	28.5%	1.6%	3.2%	100%
Reliability Leader	3.3%	0.0%	48.8%	0.8%	0.0%	0.8%	13.0%	0.0%	8.1%	22.8%	0.8%	1.6%	100%
Service & Support Leader	4.1%	0.0%	49.7%	4.9%	0.0%	0.0%	7.3%	0.8%	8.1%	21.1%	1.6%	2.4%	100%
Innovation Leader	6.5%	1.6%	22.0%	7.3%	0.0%	0.8%	15.4%	0.0%	12.2%	31%	0.8%	2.4%	100%

About the Authors



Cheryl Parker Director and Senior Analyst, End User Research

Cheryl Parker oversees the End User Research practice for IT Brand Pulse. Cheryl and her team conduct IT Brand Leader surveys, custom research, focus groups, and technical product/ customer satisfaction surveys, as well as compile product databases. Cheryl has spent more than 20 years in sales/marketing/research, and is a former reporter/sportswriter for the *Los Angeles Times*.

cheryl.parker@itbrandpulse.com



Tom Hammel Analyst, End User Research

With a dynamic background in writing, academic research, and online publishing and services, Tom serves as an analyst on IT Brand Pulse's End User Research team. While closely tracking developments in the IT industry, Tom produces Brand Leader Survey reports and commentary on game-changing shifts in the market.

Tom.Hammel@itbrandpulse.com



