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.
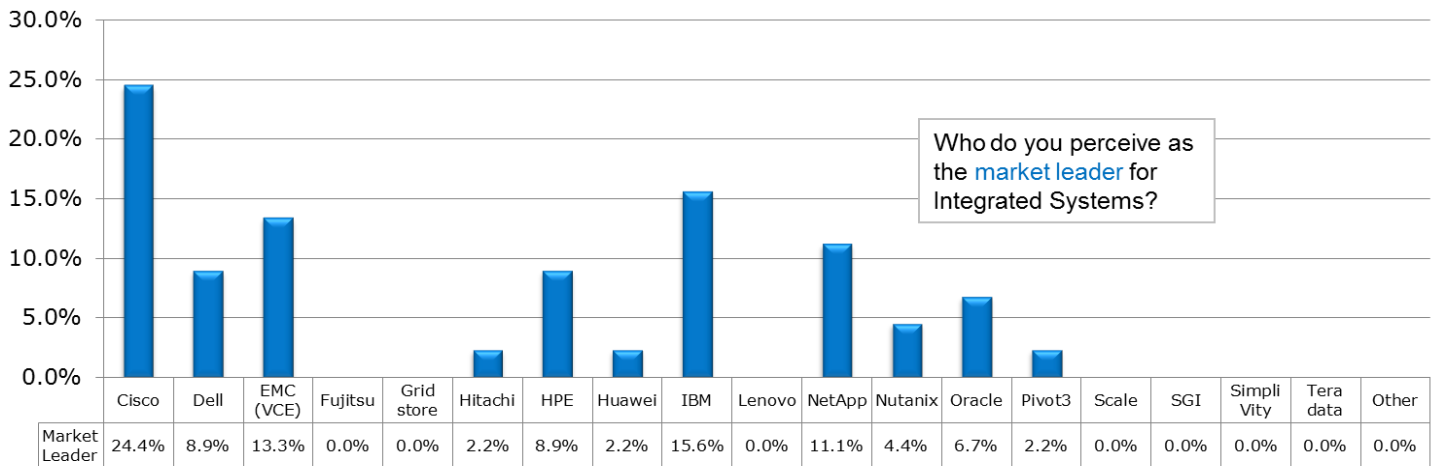
Cisco Voted Integrated System Market Leader

In the first annual 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 pros signaled they are well aware that Cisco server and networking products have played a key role in appliances and converged systems for many years.

Cisco Brand Values Which Stand Out

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

2016 Integrated System Brand Leader Survey

Who do you perceive as the market leader for Integrated Systems?

	Cisco	Dell	EMC (VCE)	Fujitsu	Grid store	Hitachi	HPE	Huawei	IBM	Lenovo	NetApp	Nutanix	Oracle	Pivot3	Scale	SGI	Simpli Vity	Tera data	Other
Market Leader	24.4%	8.9%	13.3%	0.0%	0.0%	2.2%	8.9%	2.2%	15.6%	0.0%	11.1%	4.4%	6.7%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%

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.