Citrix: 2014 ADC Market Leader

Application Delivery Controller Market Overview

The run-rate for Application Delivery Controllers (ADCs) increased in 2014 by nearly 20% to almost $2 billion annually. Demand for ADCs is growing because they have become an essential component of an enterprise network. In this important market, Citrix has consistently won share because it is perceived by IT Pros as best optimized for virtualized and cloud data center environments.
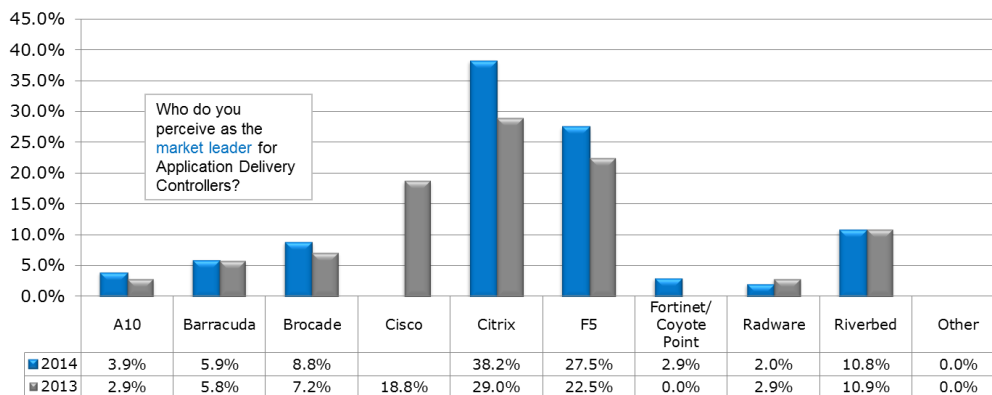
Citrix: Voted ADC Market Leader for the Second Consecutive Year

IT votes for Citrix accelerated in 2014 as the company achieved the highest score of the survey in the Market Leader category, and opened a double-digit lead over 2nd place F5.

Citrix Brand Values Which Stand Out

For the second year in a row, ADC survey respondents chose Citrix as the leader in all six categories: Market, Performance, Reliability, Innovation, Price, and Service & Support. To understand what is behind the IT professionals' perceptions, we focused on where Citrix scores improved, as well as the biggest spread between leader and runner-up. Votes for Citrix increased in every category, with the most considerable span occurring in both Price and Reliability. Once again, the survey results indicated that for ADCs, the breadth of Citrix capabilities stands out in an ultra-competitive field of competitors.

2014 Application Delivery Controller Brand Leader Survey

Who do you perceive as the market leader for Application Delivery Controllers?

	A10	Barracuda	Brocade	Cisco	Citrix	F5	Fortinet/ Coyote Point	Radware	Riverbed	Other
2014	3.9%	5.9%	8.8%		38.2%	27.5%	2.9%	2.0%	10.8%	0.0%
2013	2.9%	5.8%	7.2%	18.8%	29.0%	22.5%	0.0%	2.9%	10.9%	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 independent, non-sponsored research covering 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.