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IT Brand Pulse Honoring 2013 Networking Innovation Leaders at Ethernet Technology Summit

San Diego, CA – March 19, 2013 – IT Brand Pulse, a trusted source of data and analysis about IT infrastructure, will be honoring **Innovation Leaders** in 24 network-related product categories as voted on by IT professionals in 2013. The awards ceremony takes center stage **Thursday, April 4, from 1:00 - 1:30 p.m.** in the **Exhibit Hall** at the **Ethernet Technology Summit (Santa Clara Marriott).**

The list of companies that stand out in the minds of IT professionals for network-related innovation in 2013 includes:

- Cisco captured six innovation awards in Ethernet Switches, Network Operating System, Low-Latency Ethernet Switches, Firewalls, Fibre Channel Network Monitoring and WLAN Controllers.
- VMware, the server virtualization pioneer, was selected as innovation leader for Network Virtualization and Software Defined Networking (Google and Cisco tied for second in the SDN category).
- Amazon Web Services was chosen as the innovation leader for Cloud Storage Gateways.
- Broadcom demonstrated that brand counts in some semiconductor categories by winning the LAN-on-Motherboard category for the third straight year.
- SolarWinds, the company that best leverages its website to develop business, was voted innovation leader for Ethernet Network Monitoring.

"The February and March 2013 brand leader survey results reflect how cloud computing is changing perceptions of leadership in the IT community," said Frank Berry, CEO and Analyst with IT Brand Pulse. "VMware and Google ranked at or near the top as network virtualization leaders, while Amazon Web Services was voted a leader in an important storage category."

2013 Network-Related Innovation Awards	Winner	2nd Place	3rd Place
Ethernet NICs	Intel	Broadcom	QLogic
Network Operating Systems	Cisco	Juniper	Brocade
Network Virtualization	VMware	Cisco	Juniper
LOM	Broadcom	Intel	QLogic
InfiniBand Adapters	Mellanox	Intel	N/A
InfiniBand Switches	Mellanox	Intel	N/A
InfiniBand Storage	NetApp	IBM	DataDirect Networks
iSCSI Storage	Dell/EqualLogic	NetApp	EMC
Low Latency Ethernet Switches	Cisco	Mellanox	Brocade
Network Attached Storage (NAS)	NetApp	EMC	HP
Cloud Storage Gateways	Amazon Web Services	IBM & Riverbed (tie)	N/A
WLAN Controllers/Switches	Cisco	HP	Brocade
Firewalls	Cisco	Palo Alto Networks	Juniper
Ethernet Switches	Cisco	Juniper	Extreme
WAN Optimization	Riverbed	Cisco	Juniper
Ethernet Network Monitoring	SolarWinds	Cisco	Nagios
Application Delivery Controllers	Citrix	Cisco	F5
Software Defined Networking	VMware	Google & Cisco (tie)	N/A
Embedded Blade Server Networking	HP	Cisco	Dell
Fibre Channel HBAs	QLogic	Brocade	Emulex
FCoE Storage	EMC	NetApp	IBM
Fibre Channel Switches	Brocade	Cisco	QLogic
Fibre Channel Storage	EMC	NetApp	IBM
Fibre Channel Network Monitoring	Cisco	Brocade	QLogic

About IT Brand Pulse

IT Brand Pulse Leader surveys are designed to measure the pulse of brand leadership in specific product categories. IT professionals respond to one survey covering various products. Within each product category, respondents choose the overall market leader, as well as the leader in price, performance, reliability, service and support, and innovation.

IT Brand Pulse is a trusted source of data and analysis about IT infrastructure, including servers, storage and networking.

- **IT Brand Pulse Labs** - Test reports and product validation from hands-on testing.
- **End User, Channel and OEM Research –** Brand Leader, Technology, Product, and Customer Satisfaction surveys, as well as focus groups and custom research.
- **Product Databases -** Quarterly report for selected product categories with a database of commercially-available products and their attributes.
- **Market Shares and Forecasts -** Quarterly reports with unit shipments, revenue, vendor market share, and forecast.
- **Industry Analysis -** IT Brand Pulse analysts publish reports and contribute weekly to leading industry publications including InfoStor, Network Computing, Seeking Alpha, Virtual Strategy Magazine and Zacks.com.