

**Unified Computing System (Cisco):** Tracking reaction to and forecasting adoption of Cisco's launch of its Datacenter Virtualization products.

## Study Description

Methodology	Web-based survey
Data collection period	Quarterly tracking survey <ul style="list-style-type: none"><li>- Q1 2009 – March 2009</li><li>- Q2 2009 – June 2009</li><li>- Q3 2009 – September 2009</li></ul>
Survey audience	A survey among 100 IT managers (CTOs/CIOs) with purchase decision-making authority drawn from a wide array of industries and geographic regions representative of the U.S.

## Study Objectives

Wedbush Decision Metrics surveyed U.S. IT professionals to assess issues around the launch of Cisco's products in the Datacenter Virtualization market. Specifically, we focused on the following six aspects of this category:

- Track growing awareness levels and interest in Cisco's Unified Computing System server products
- Gauge respondents' perceptions of other vendors automating management of virtual server/VLAN amongst server computers
- Determine IT managers' opinions regarding the need to automate management of virtual server/VLAN amongst server computers
- Evaluate whether IT decision-makers believe Cisco's entrance into the server market is a good fit
- Identify/forecast companies' actual/planned utilization of Cisco's server products

## Tables / Charts Included in This Report

1. Familiarity with Cisco's Unified Computing System server products
2. Awareness of the need to automate management of virtual server/VLAN amongst server computers prior to Cisco's UCS launch
3. Percentage of IT managers noting increased focus by other vendors in automating virtual server/VLAN among server computers
4. Perception of need to automate management of virtual server/VLAN among server computers
5. Awareness of non-Cisco vendors addressing the need to automating server computer Datacenter Virtualization management
6. Assessment of whether Cisco's entrance in the server market makes for a good fit

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