



Application Delivery Controller 2015 Brand Leader Report

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Application Delivery Controller

Brand Leader Survey Methodology



- **Brand Leader Reports are designed to measure the pulse of brand leadership in specific product categories using independent, non-sponsored surveys with at least 100 respondents.**
- **The Application Delivery Controller survey was conducted in September 2015 .**
 - Respondents were solicited from over 1,000,000 members of 100+ online IT groups, and from the IT Brand Pulse IT professional database.
 - One hundred and fifty-four IT Pros completed this survey.
 - Responses were collected using an online survey engine.
- **In each part, respondents were provided with a product category description, list of vendor choices (plus an "Other" answer choice to add a vendor, if applicable), and were asked six questions:**
 1. Who do you perceive as the Application Delivery Controller **market** leader?
 2. Who do you perceive as the Application Delivery Controller **price** leader?
 3. Who do you perceive as the Application Delivery Controller **performance** leader?
 4. Who do you perceive as the Application Delivery Controller **reliability** leader?
 5. Who do you perceive as the Application Delivery Controller **service & support** leader?
 6. Who do you perceive as the Application Delivery Controller **innovation** leader?

Selected Organizations Represented

20th Century Fox

Apple Inc.

Assurant

AT&T

ATK

Averitt Express

BAAQMD

Bank of America

Baylor College of Med

Beth Israel Deaconess Med. Ctr

Bhabha Atomic Rsrch (BARC)

BioTek instruments

Boston Dynamics

BC Lottery Corp (BCLC)

CA Department of Insurance

Carnegie Mellon University

Chapman Univ-Dodge Film

Chubb

CINECA

City of Los Angeles

Cox Enterprise

Daimler AG

DAIWA Capital Markets

Delta Airlines

Detroit Medical Center

Duke University Clinical

Research Institute

EDD (State of CA)

Emerson

EY

ExxonMobil

Fed. Home Loan Bank - Atlanta

FedEx

Ford Motor Company

GACS

Gates

General Motors

HSSBC

Intuitive Surgical, Inc

ITG

J.P. Morgan-Chase

Kaspersky Lab

L.A. Co. Dept. of Health Services

LRZ

MassIT (State of MA)

McAfee

Milliman

Mimeo

MIT

MIT

Morgan Stanley

Nat'l Geospatial-Intellig. (NGA)

Nat'l Institute of Health (NIH)

Nationwide Insurance

NYC MTA

Oppenheimer & Co.

Optum (United Health Group)

Pacific Northwest Nat'l Lab

Premera Blue Cross

Regus

REI

Rice University

Russell Investments

Seneca Gaming Corp (SGC)

Siemens

Social Security Administration

Sony Pictures

Southern Company Services

Southwest Gas Corporation

Southwest Research Instit.(SwRI)

Thomson Reuters

SunEdison

Temco Services

US Securities & Exch. Comm.

UBS

UCLA

Unisys

UN Federal Credit Union (NFCU)

Universal Parks and Resorts

University Of IL at Chicago

University of Notre Dame

University of Pittsburgh Med. Ctr

U.S. Dept. of Navy

USA ARDEC

USC Marshall School of Business

Verizon

Virginia Tech

Vonage

About Application Delivery Controllers

Application Delivery Controllers (formerly known as load balancers) are typically placed in a datacenter between the firewall and one or more application servers. An ADC routes users to destination servers based on a variety of criteria the datacenter manager implements, using policies and advanced application-layer knowledge. An ADC, in utilizing an application firewall, will ensure that users get to the applications based on their specific needs, while protecting the network and applications from security threats. ADCs understand how applications work and can look deeper into the specific traffic to make more intelligent decisions. ADCs also optimize application server performance by offloading compute-intensive tasks that would otherwise bottleneck the server CPUs purchased to deliver applications. Additional functions commonly present in ADCs are SSL offload technology, accelerated compression, TCP and HTTP protocol optimization, and virtualization awareness.

Citrix and Cisco are partnering to enable datacenter and cloud administrators to holistically control L2-L7 network services in a unified manner via insertion and automation of NetScaler services into datacenters built on Cisco's ACI Architectures. NetScaler leverages the Cisco Application Policy Infrastructure Controller (APIC) to programmatically automate network provisioning and control based on application requirements and policies for both datacenter and enterprise environments.



Summary Analysis

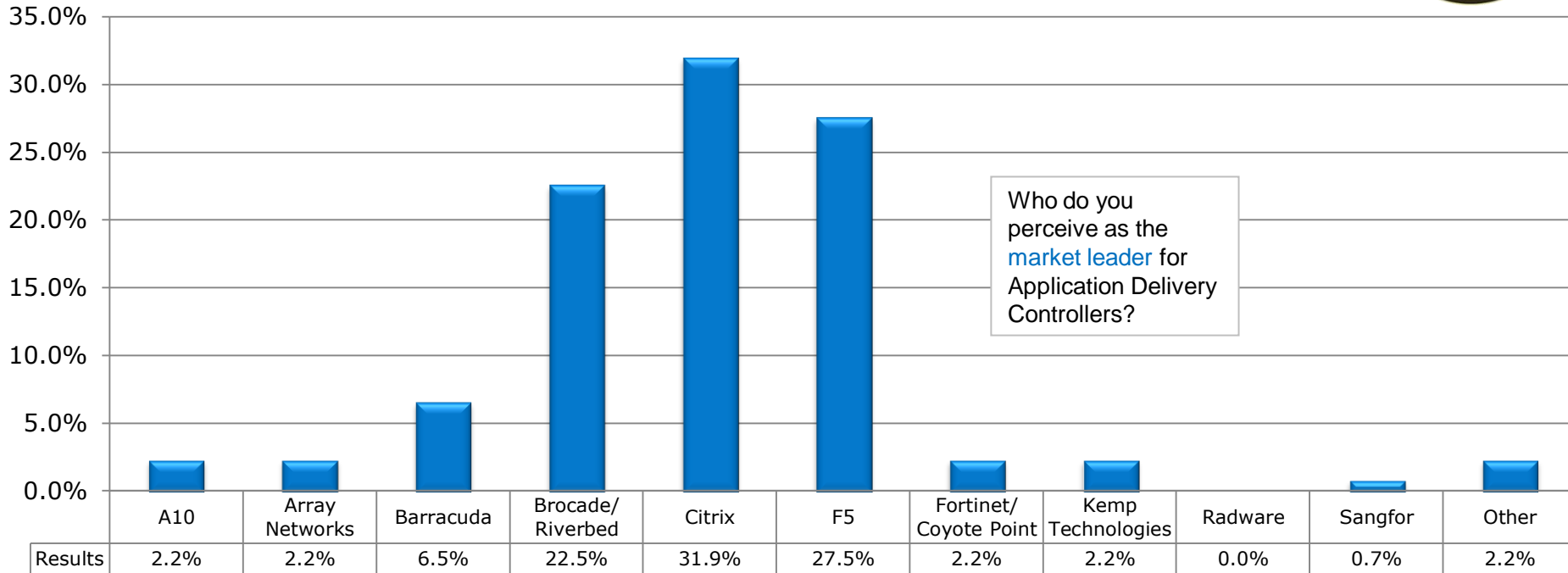
- **Citrix three-peats as ADC Market Leader**
 - With the backing of networking-giant Cisco, including deep integration with the Cisco ACI architecture and Nexus switches, Citrix was selected by IT Pros as the ADC Market Leader for the third consecutive year.
- **And once again Citrix sweeps all six categories of ADC brand leadership**
 - For the third 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 numbers improved, as well as where Citrix scored highest. Citrix received the highest percentage of votes this year for Performance Leader, indicating that the ability to deliver superior application performance defines the Market Leader in this technology arena. Considering the Citrix sweep of every category, the survey results also indicated the breadth of Citrix capabilities stands out in an ultra-competitive field of contenders.
- **Brocade/Riverbed Gets More Votes than Brocade or Riverbed**
 - In last year's brand leader survey for ADCs, Brocade received *less* than 10% in most categories, while Riverbed received a little *more* than 10% in almost every category. During the last year Brocade acquired the ADC business of Riverbed and votes for Brocade/Riverbed vaulted to as high as 24% for Reliability Leader. It appears the Brocade brand on ADCs is well received by IT Pros and could help move the dial in terms of market share.



Application Delivery Controller 2015 Survey Results

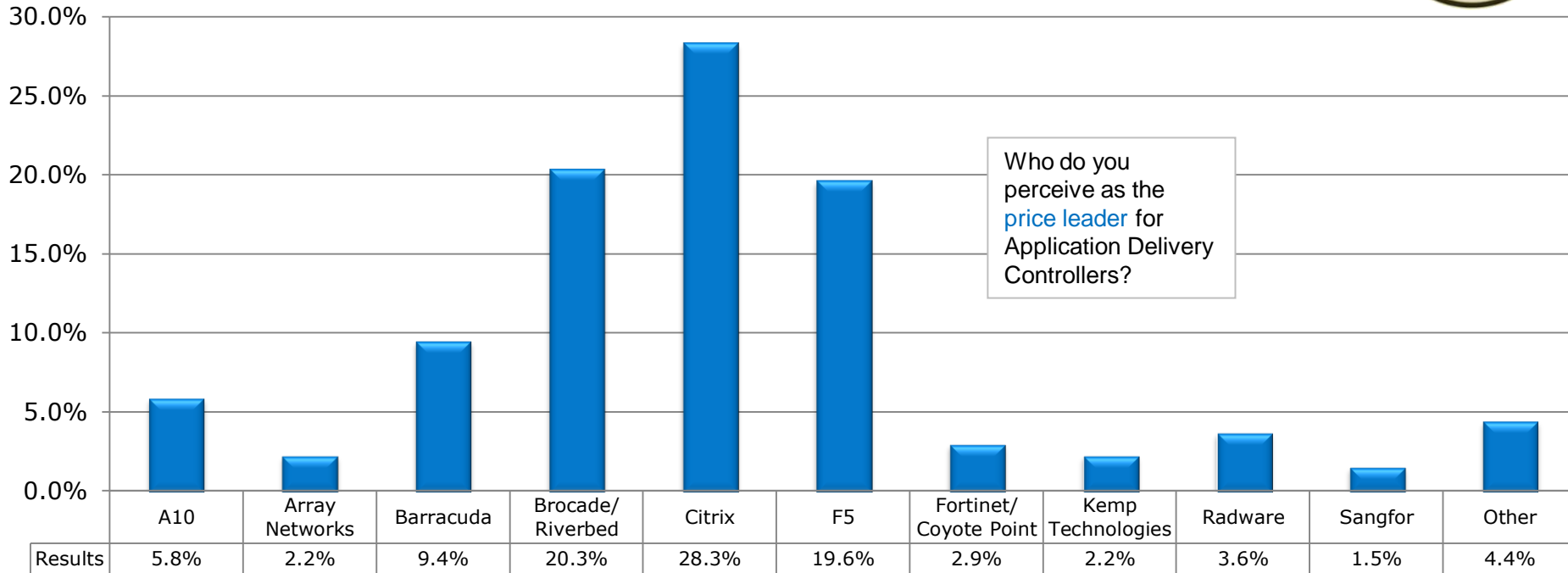
Market Leader

2015 Application Delivery Controller Brand Leader Survey



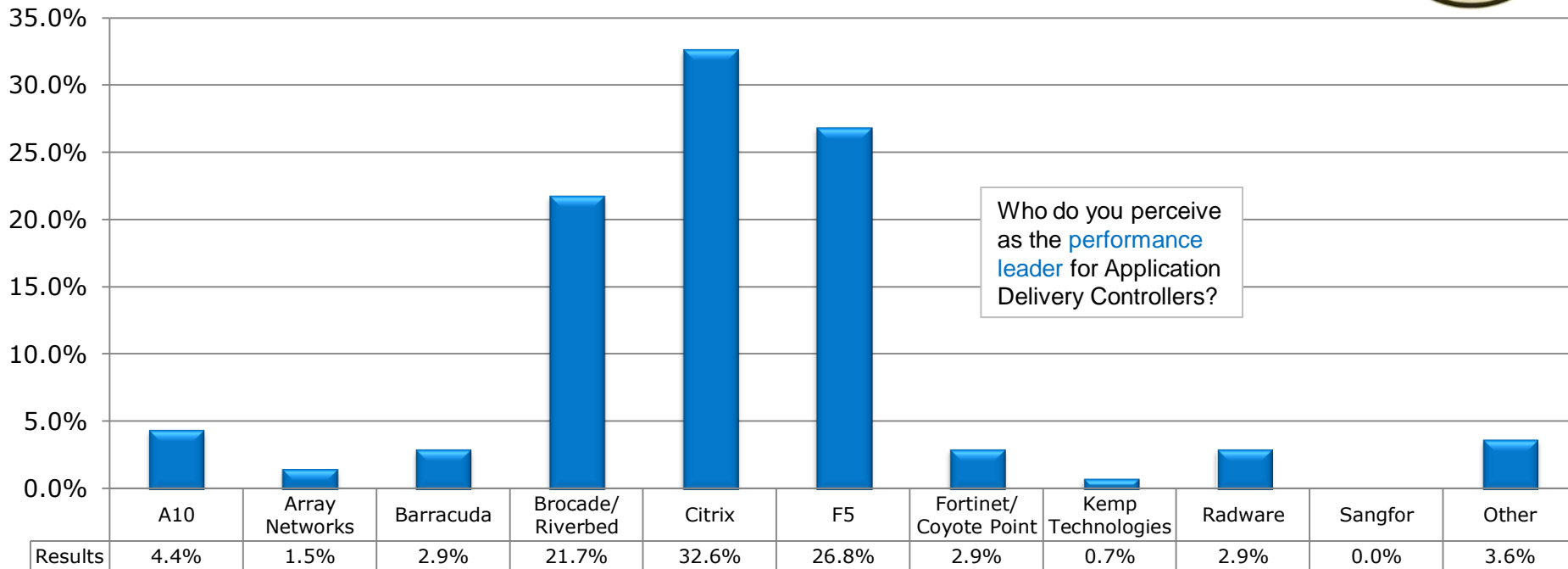
Price Leader

2015 Application Delivery Controller Brand Leader Survey



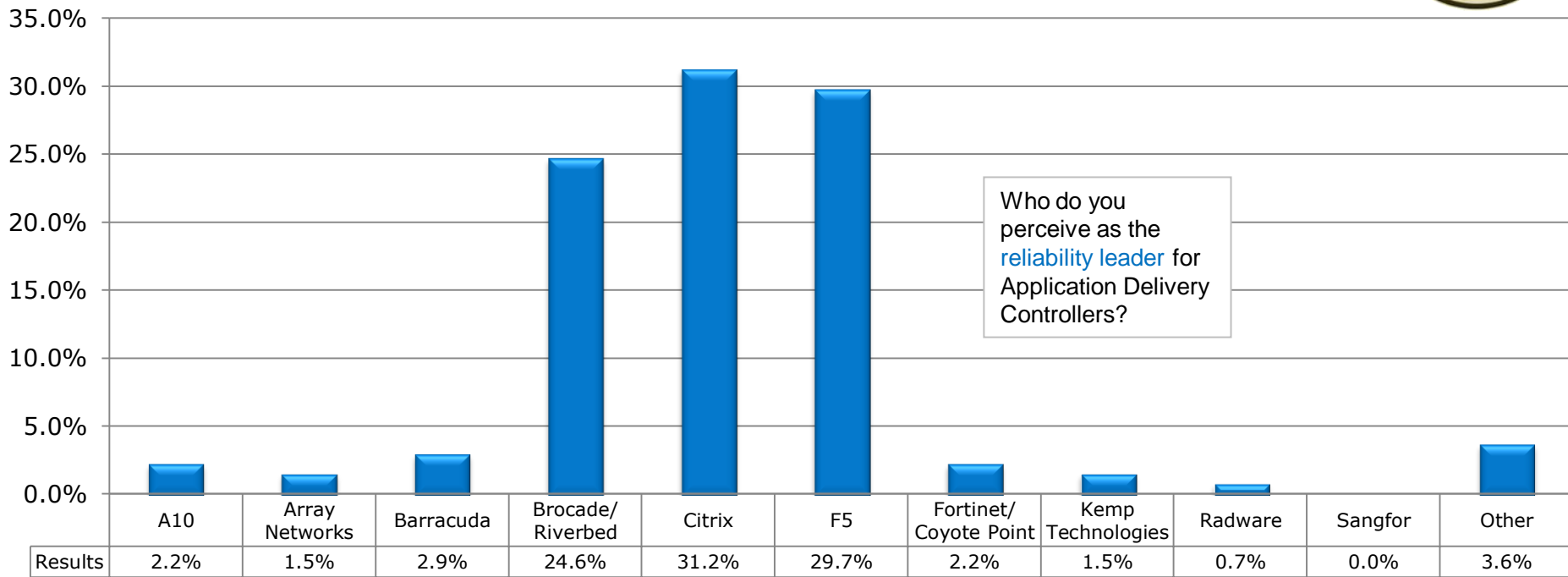
Performance Leader

2015 Application Delivery Controller Brand Leader Survey



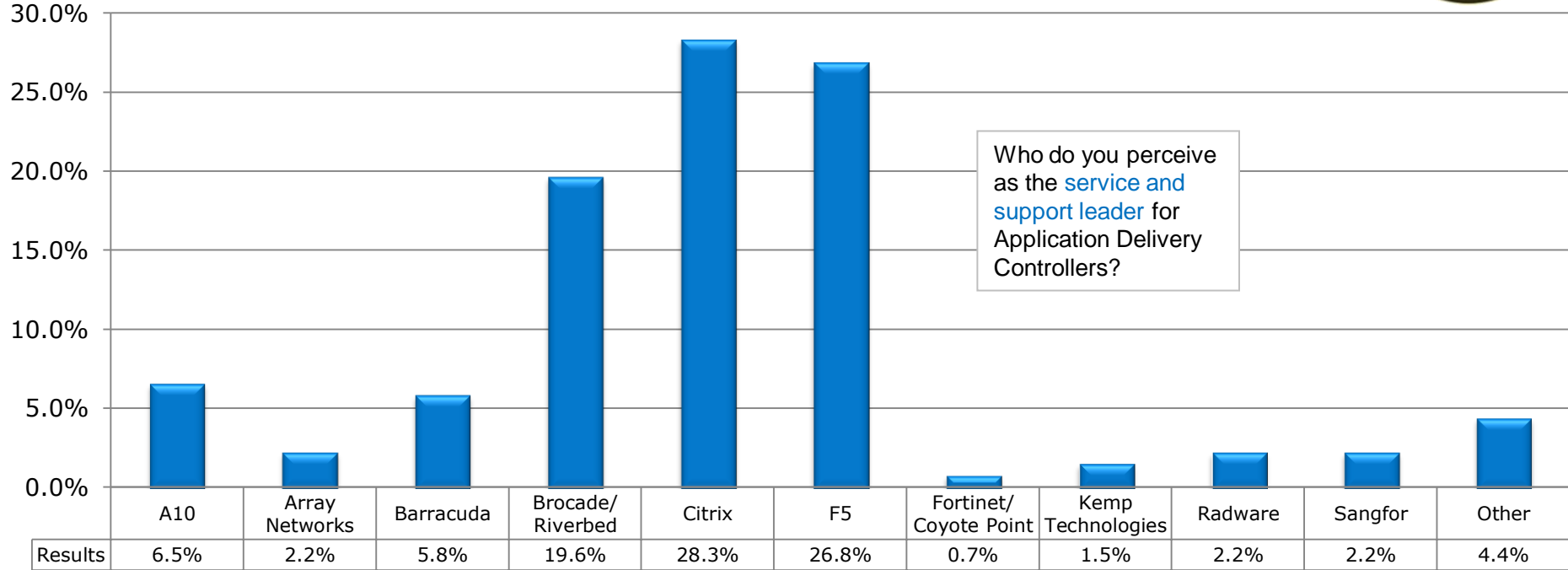
Reliability Leader

2015 Application Delivery Controller Brand Leader Survey



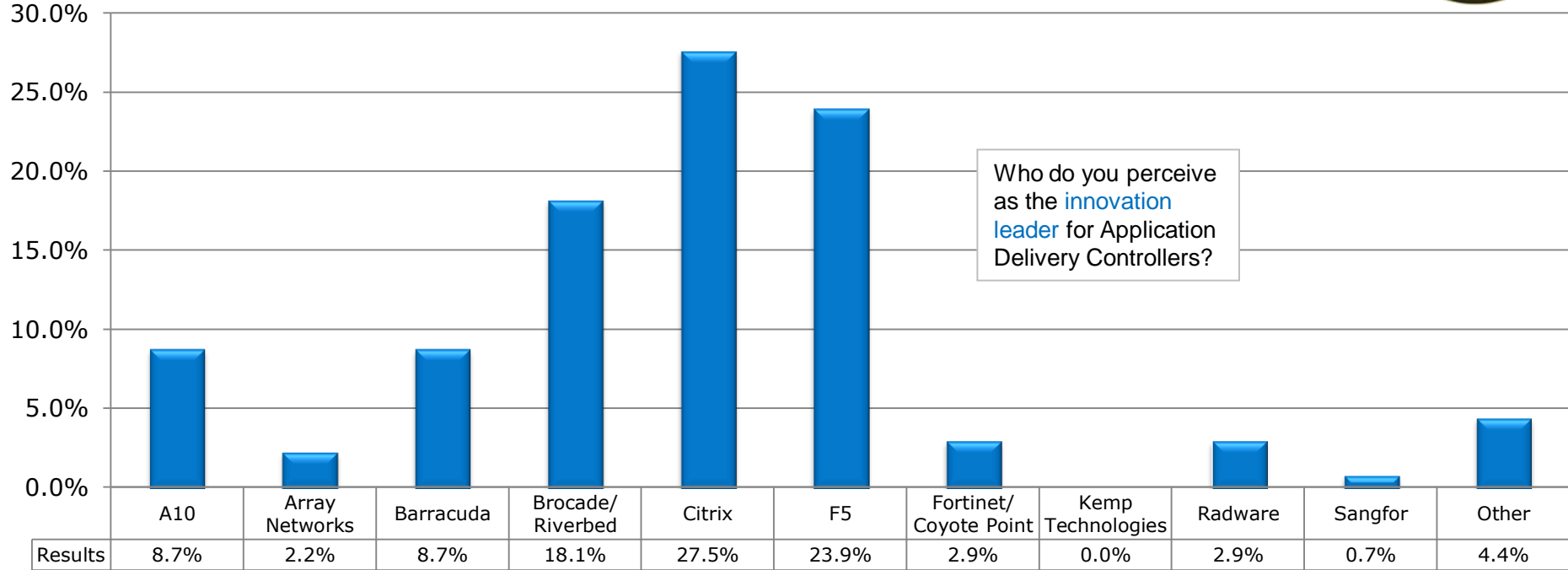
Service and Support Leader

2015 Application Delivery Controller Brand Leader Survey



Innovation Leader

2015 Application Delivery Controller Brand Leader Survey

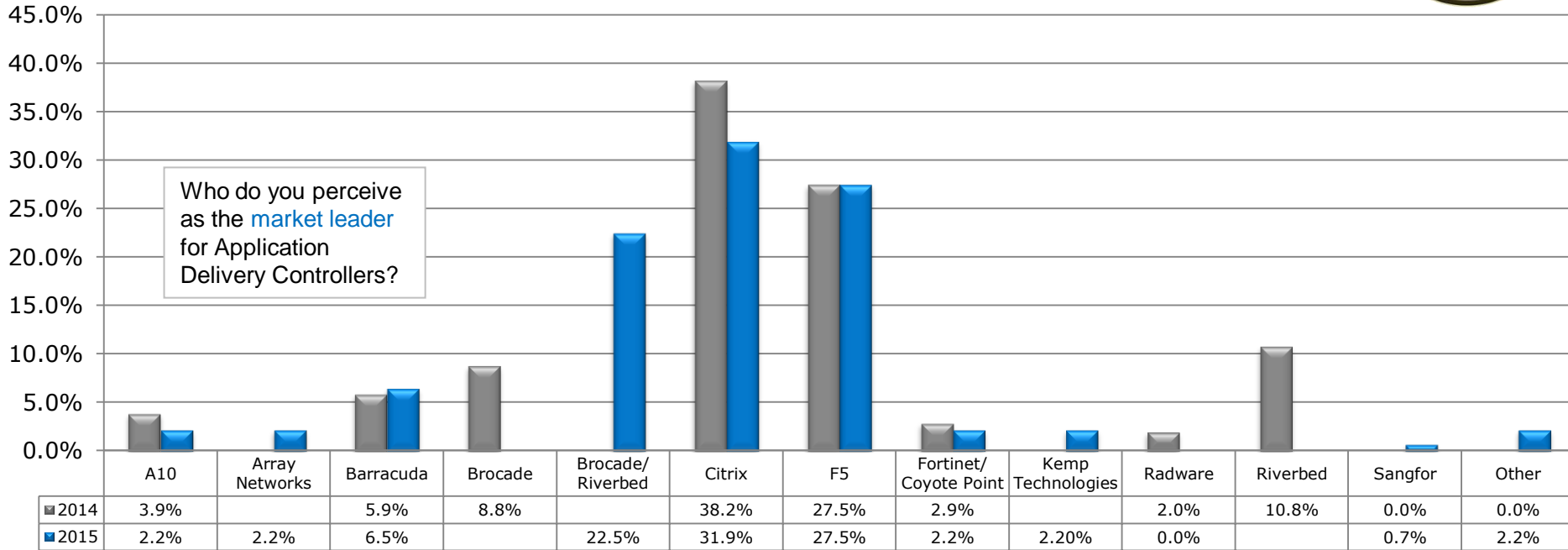




Application Delivery Controller 2015 vs. 2014 Survey Results

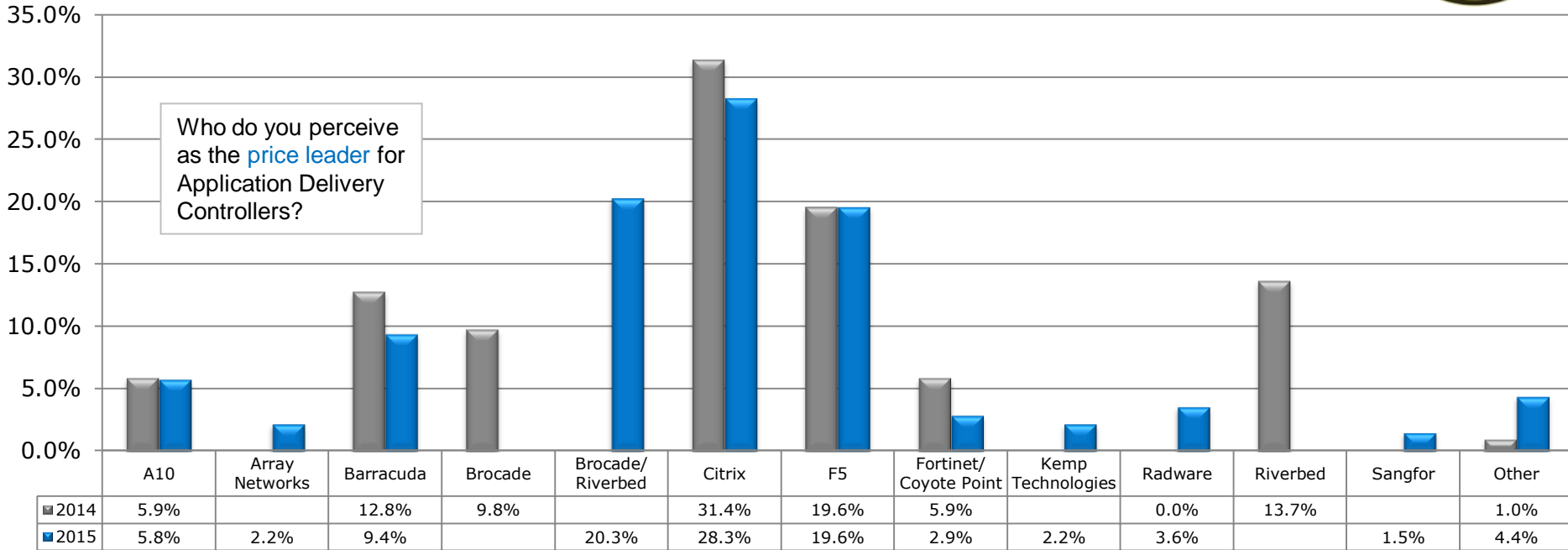
Market Leader

Application Delivery Controller Brand Leader Survey: 2015 vs 2014



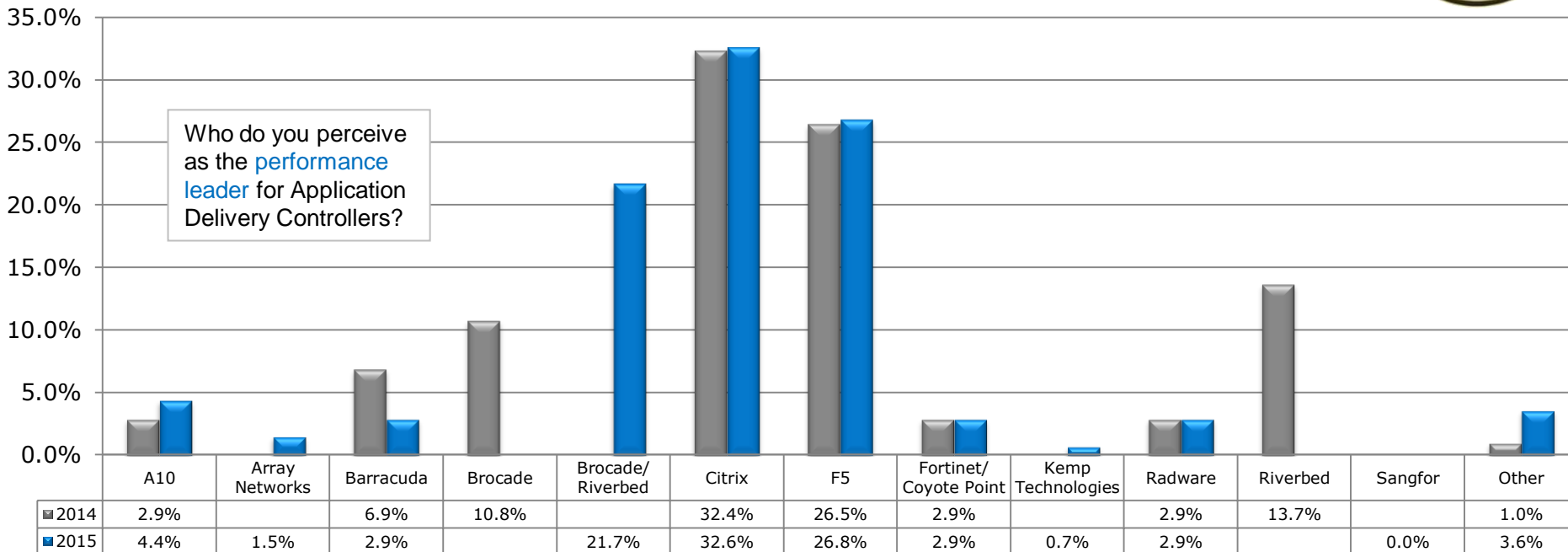
Price Leader

Application Delivery Controller Brand Leader Survey: 2015 vs 2014



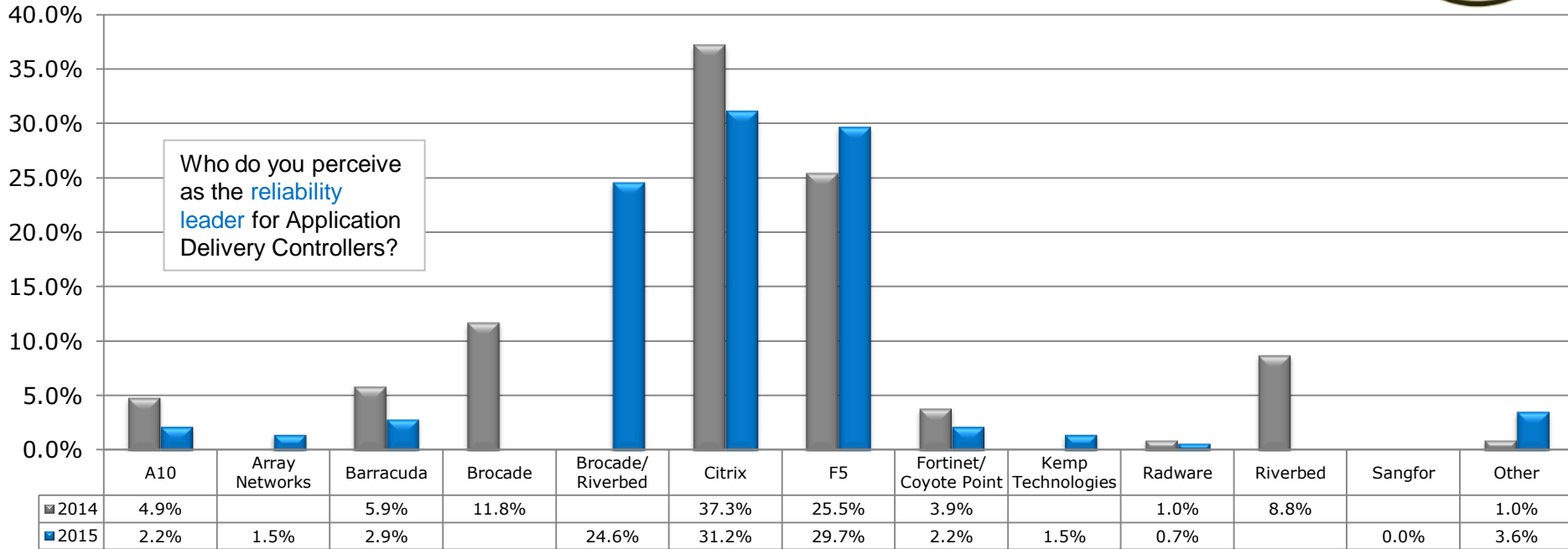
Performance Leader

Application Delivery Controller Brand Leader Survey: 2015 vs 2014



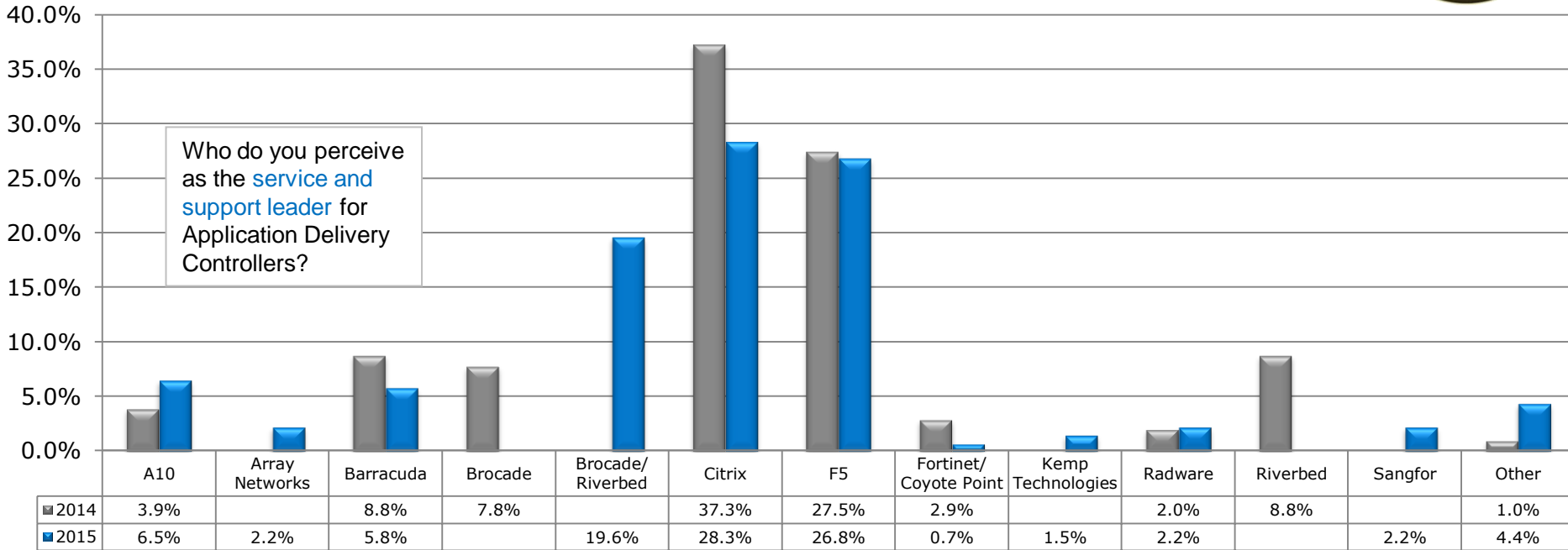
Reliability Leader

Application Delivery Controller Brand Leader Survey: 2015 vs 2014



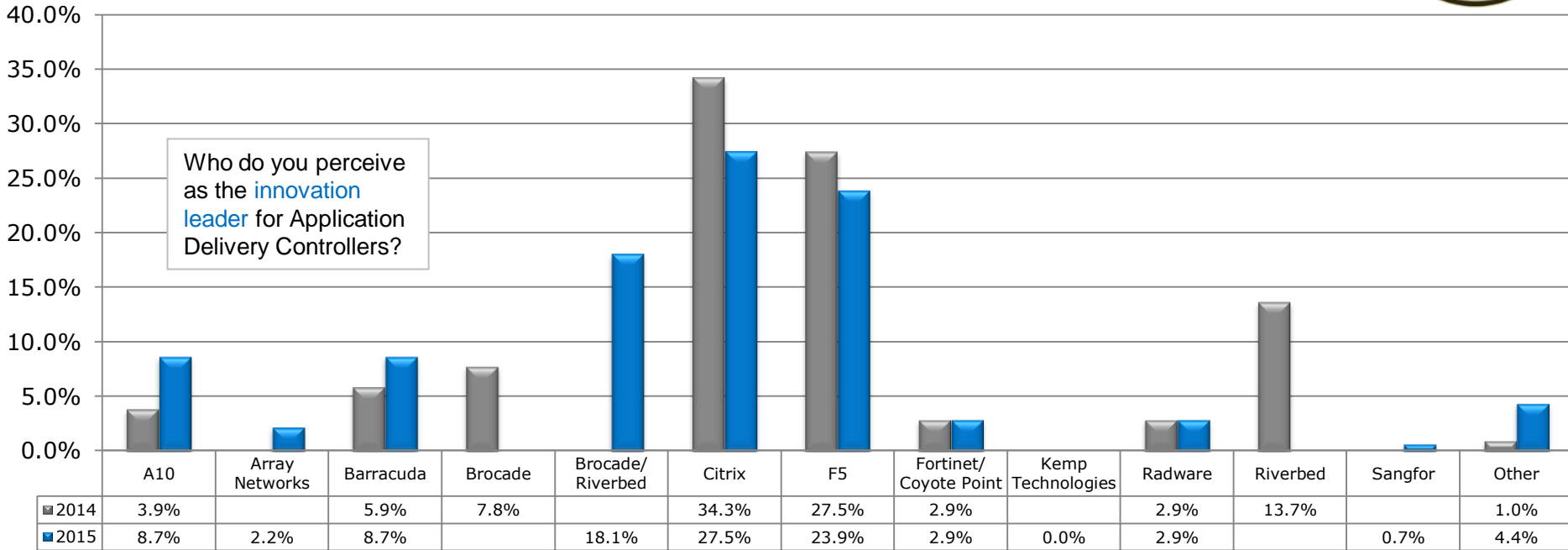
Service and Support Leader

Application Delivery Controller Brand Leader Survey: 2015 vs 2014



Innovation Leader

Application Delivery Controller Brand Leader Survey: 2015 vs 2014





Application Delivery Controller

Brand Leader Survey Data: 2015 vs. 2014

| ADCs | A10 | Array Networks | Barracuda | Brocade | Brocade/ Riverbed | Citrix | F5 | Fortinet/ Coyote Point | Kemp Technologies | Radware | Riverbed | Sangfor | Other | Total |
|-------------------------------------|------|----------------|-----------|---------|----------------------|--------------|-------|---------------------------|-------------------|---------|----------|---------|-------|-------|
| 2015 | | | | | | | | | | | | | | |
| Market Leader | 2.2% | 2.2% | 6.5% | | 22.5% | 31.9% | 27.5% | 2.2% | 2.20% | 0.0% | | 0.7% | 2.2% | 100% |
| Price Leader | 5.8% | 2.2% | 9.4% | | 20.3% | 28.3% | 19.6% | 2.9% | 2.2% | 3.6% | | 1.5% | 4.4% | 100% |
| Performance Leader | 4.4% | 1.5% | 2.9% | | 21.7% | 32.6% | 26.8% | 2.9% | 0.7% | 2.9% | | 0.0% | 3.6% | 100% |
| Reliability Leader | 2.2% | 1.5% | 2.9% | | 24.6% | 31.2% | 29.7% | 2.2% | 1.5% | 0.7% | | 0.0% | 3.6% | 100% |
| Service & Support Leader | 6.5% | 2.2% | 5.8% | | 19.6% | 28.3% | 26.8% | 0.7% | 1.5% | 2.2% | | 2.2% | 4.4% | 100% |
| Innovation Leader | 8.7% | 2.2% | 8.7% | | 18.1% | 27.5% | 23.9% | 2.9% | 0.0% | 2.9% | | 0.7% | 4.4% | 100% |
| 2014 | | | | | | | | | | | | | | |
| Market Leader | 3.9% | | 5.9% | 8.8% | | 38.2% | 27.5% | 2.9% | | 2.0% | 10.8% | | 0.0% | 100% |
| Price Leader | 5.9% | | 12.8% | 9.8% | | 31.4% | 19.6% | 5.9% | | 0.0% | 13.7% | | 1.0% | 100% |
| Performance Leader | 2.9% | | 6.9% | 10.8% | | 32.4% | 26.5% | 2.9% | | 2.9% | 13.7% | | 1.0% | 100% |
| Reliability Leader | 4.9% | | 5.9% | 11.8% | | 37.3% | 25.5% | 3.9% | | 1.0% | 8.8% | | 1.0% | 100% |
| Service & Support Leader | 3.9% | | 8.8% | 7.8% | | 37.3% | 27.5% | 2.9% | | 2.0% | 8.8% | | 1.0% | 100% |
| Innovation Leader | 3.9% | | 5.9% | 7.8% | | 34.3% | 27.5% | 2.9% | | 2.9% | 13.7% | | 1.0% | 100% |

IT Brand Pulse

IT Brand Pulse, Inc. is an analyst firm and trusted source of product testing, IT Pro research, and analysis covering data center infrastructure including servers, storage, networking, operating platforms and applications. Learn more at www.itbranddpulse.com.

The Author



Cheryl Parker , Director and Senior Analyst, End User Research

Cheryl Parker oversees the IT Pro Research practice for IT Brand Pulse. Cheryl and her team conduct IT Brand Leader, technology adoption, and customer satisfaction surveys, as well as focus groups and custom research. Cheryl has spent more than 25 years in communications, research, PR, marketing and sales, and is a former reporter and sportswriter for the *Los Angeles Times*. You can reach Cheryl at cheryl.parker@itbrandpulse.com.

IT BRAND
PULSE™

The logo features the text "IT BRAND" in a large, bold, sans-serif font. The "IT" is light blue, while "BRAND" is white. Below "IT BRAND" is the word "PULSE" in a smaller, bold, white sans-serif font, followed by a trademark symbol (TM). A decorative element consisting of a series of grey, 3D-rendered spheres is arranged in a path that starts from the right side of "PULSE" and curves upwards and to the right, ending between the "A" and "N" of "BRAND". The background is a solid dark blue with some lighter blue abstract shapes.