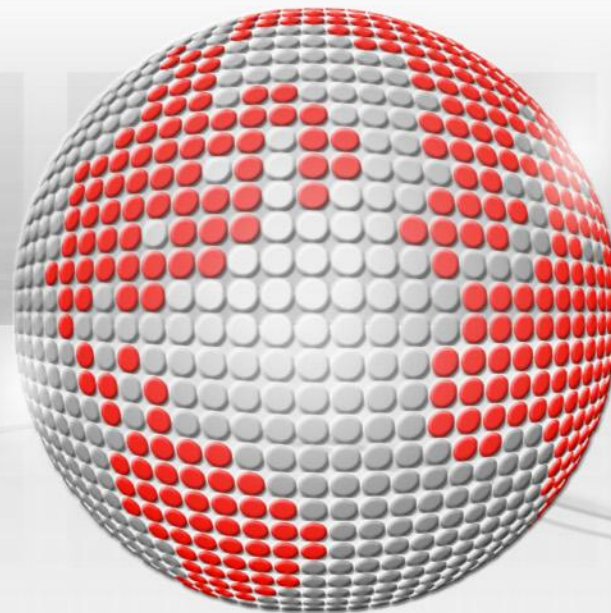


Everything

VARBusiness 23<sup>rd</sup> Annual Report Card  
2008 Executive Report: EMC  
*Storage Management Software*



**var**  
**Business**

Strategic Insight for Technology Integrators

Everything  
**CHANNEL**™  
Formerly CMP Channel

**var**  
**Business**  
**ARC**  
ANNUAL REPORT CARD

# Agenda

## **Click** ARC Insights

- A Collaborative Effort - Research Methodology
- ARC 2008 Facts
- ARC Background
- Product Categories
- Vendors

## **Click** Partner Satisfaction and Evaluation

- Evaluation Categories
- What's Most Important when Evaluating Vendors

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## **Click** Profile of Vendor's Solution Providers

- Storage Management Software Solution Provider Demographics
- How a Vendor's Solution Providers Stack-up Against the Average

## **Click** Observations and Recommendations

# A Collaborative Effort

## Vendors and Solution Providers

- From Late January through Mid-March, VARBusiness Management, Editors, and Research Team worked to identify this year's ARC Categories, Criteria and Products.

## Industry Analysts

- ARC Vendors were selected based on Market Share Data from Industry Analysts including Gartner/Dataquest, IDC, and Manufacturer's Supplied Data.

## Research Firms

- ARC Surveys Were Fielded and Tabulated by Bennett Research Services (Boston, MA) from May Through Mid-July.

- 
- Winners **Honored** at Awards Dinner at Solution Provider XChange on August 18, 2008 in Dallas, TX
  - SPs use ARC Scores to **Evaluate** Vendors and Determine with whom they will **Partner**.
  - Vendor Scores and Winners are **Featured** in the October 2008 Issue of VARBusiness
  - SPs Can Access and Review Results and Analysis on **varbusiness.com** throughout the year

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# ARC 2008 Facts

Annual Benchmark in which Solution Providers rate their satisfaction of Vendor Partners in three areas: Product Innovation, Support, and Partnership

**83** Programs Rated across **18** Product Categories

**5,880** Responses from Solution Providers

Focus of the **October** Issue of VARBusiness

- ARC Event Web Coverage Begins Monday, August 18, 2008
- Print Coverage of Winners Begins in October, 2008 Issue

Winners are **ARC Companies of the Year** in Respective Categories

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# ARC Background

## ***2008 ARC Methodology Ensures Accurate Results***

- VARBusiness requests participating ARC Vendors to supply lists of their Solution Provider Partners to be surveyed.
- The number of Solution Provider Partner names required was scaled to the size of the Vendor's Program
- Surveys for the 2008 ARC were conducted between June and late July  
527 Phone Surveys + 5,353 Internet Surveys = **5,880 Completed Surveys**

Each Solution Provider was screened to verify they have been Reselling, Recommending, or Supporting the Vendor's Product for at least 6 months.

### **Background**

SP Programs Rated

Number of Categories

Number of Unique SPs

Issue of VARBusiness Results are Published

### **Methodology**

Survey Fielding

Phone Surveys

Internet Surveys

Total Completed Surveys

Screeners

### **2008 ARC**

83

18

4,228

October

May To July

527

5,353

5,880

Yes

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# 18 Product Categories - 2008 Annual Report Card

## COMPUTING

**Renamed**

Notebooks /Mobile Computers

**Renamed**

Volume Mainstream Business Servers  
(\$24,999 and below)

**New**

Midrange (High-End) Servers  
(\$25,000 and above)

Client & Server Processors

## NETWORKING

**Renamed**

Voice-over-IP Technology

**Renamed**

Network Security Appliances

**Renamed**

Networking Infrastructure – Enterprise  
(LAN and Voice)

**Renamed**

Wireless Infrastructure

**New**

SMB (Small and Midsize) Networking  
Hardware (excluding Wireless LANs and  
Voice)

## PERIPHERALS

**Renamed**

Display Technologies (17"+)

Workgroup Color Printers

## SOFTWARE

Data & Information Management Software

**New**

Middleware

Systems & Network Management Software

**Renamed**

Client Security Software (Firewall, Anti-spam,  
Anti-virus)

Storage Management Software

**New**

Network Security Software

## STORAGE

**Renamed**

Network Storage (SAN or NAS)

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# Storage Management Software:

## Vendors:

CA, EMC, HP, IBM/Tivoli, Symantec/Veritas

## Category Definition Agreed Upon by Advisory Board

Storage management software includes data protection, disaster recovery and application availability and/or unbundled SAN or NAS management software or virtualization software.

## EMC Products Include:

Avamar, ControlCenter Family, DiskXTender, MirrorView, Networker, Replistor, Retrospect, SnapView, SRDF/TimeFinder, VMware

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Category Definitions

Product list provided & approved by EMC

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## **Click** Observations and Recommendations

# Partner Satisfaction Based on Three Main Categories

*Each Category Measures Specified Criteria*

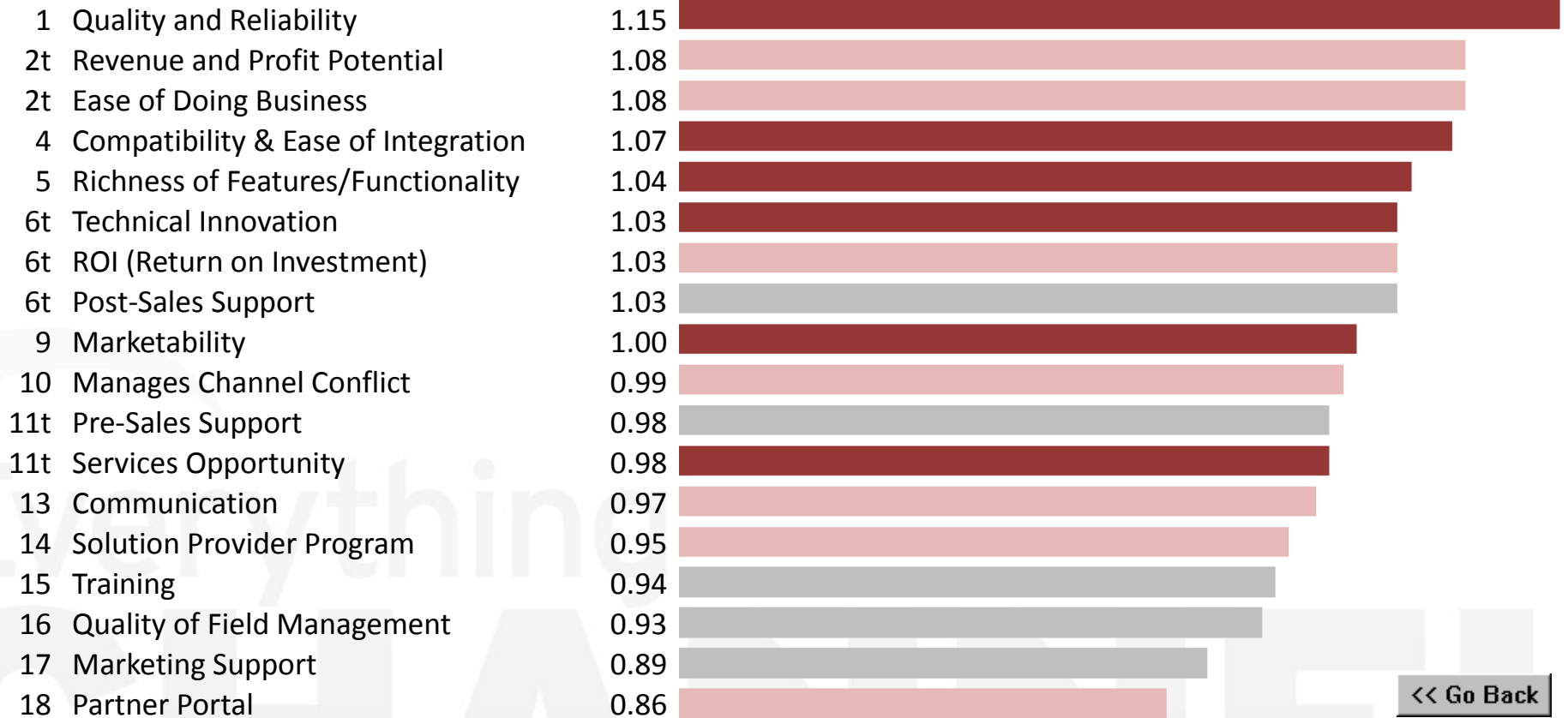
<p><b><u>Product Innovation</u></b> Quality &amp; Reliability Richness of Features/Functionality Technical Innovation Compatibility &amp; Ease of Integration Marketability Services Opportunity</p> <p><b>CLICK FOR DEFINITION</b></p>	<p><b><u>Partnership</u></b> Partner Portal Solution Provider Program Communication Manages Channel Conflict Revenue &amp; Profit Potential ROI (Return on Investment) Ease of Doing Business</p> <p><b>CLICK FOR DEFINITION</b></p>
<p><b><u>Support</u></b> Pre-Sales Support Post-Sales Support Quality of Field Management Marketing Support Training</p> <p><b>CLICK FOR DEFINITION</b></p>	

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# What's Most Important

## *When Evaluating Storage Management Software Vendors*

### 2008 ARC Importance Ratings (1.00 = Avg.)


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# Product Innovation

## 2008 ARC: Storage Management Software Scores

	EMC Score	HP Score	IBM/Tivoli Score	CA Score	Symantec/ Veritas Score	Average Score	Importance Rank*
Quality and Reliability	103	91	89	81	76	88	1
Compatibility & Ease of Integration	94	80	76	76	69	79	4
Richness of Features/Functionality	94	77	80	77	70	79	5
Technical Innovation	91	76	77	72	67	77	6t
Marketability	88	68	65	66	63	70	9
Services Opportunity	84	67	70	62	60	69	11t
<b>Product Innovation Averages</b>	<b>92</b>	<b>77</b>	<b>76</b>	<b>72</b>	<b>67</b>	<b>77</b>	

\*Out 18 Criteria

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# Support

## 2008 ARC: Storage Management Software Scores

	EMC Score	HP Score	IBM/Tivoli Score	CA Score	Symantec/ Veritas Score	Average Score	Importance Rank*
Post-Sales Support	88	73	70	69	58	71	6t
Pre-Sales Support	85	67	66	64	57	68	11t
Training	80	61	63	56	53	63	15
Quality of Field Management	81	63	59	56	53	63	16
Marketing Support	76	54	56	55	49	58	17
<b>Support Averages</b>	<b>82</b>	<b>64</b>	<b>63</b>	<b>60</b>	<b>54</b>	<b>64</b>	

\*Out 18 Criteria

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# Partnership

## 2008 ARC: Storage Management Software Scores

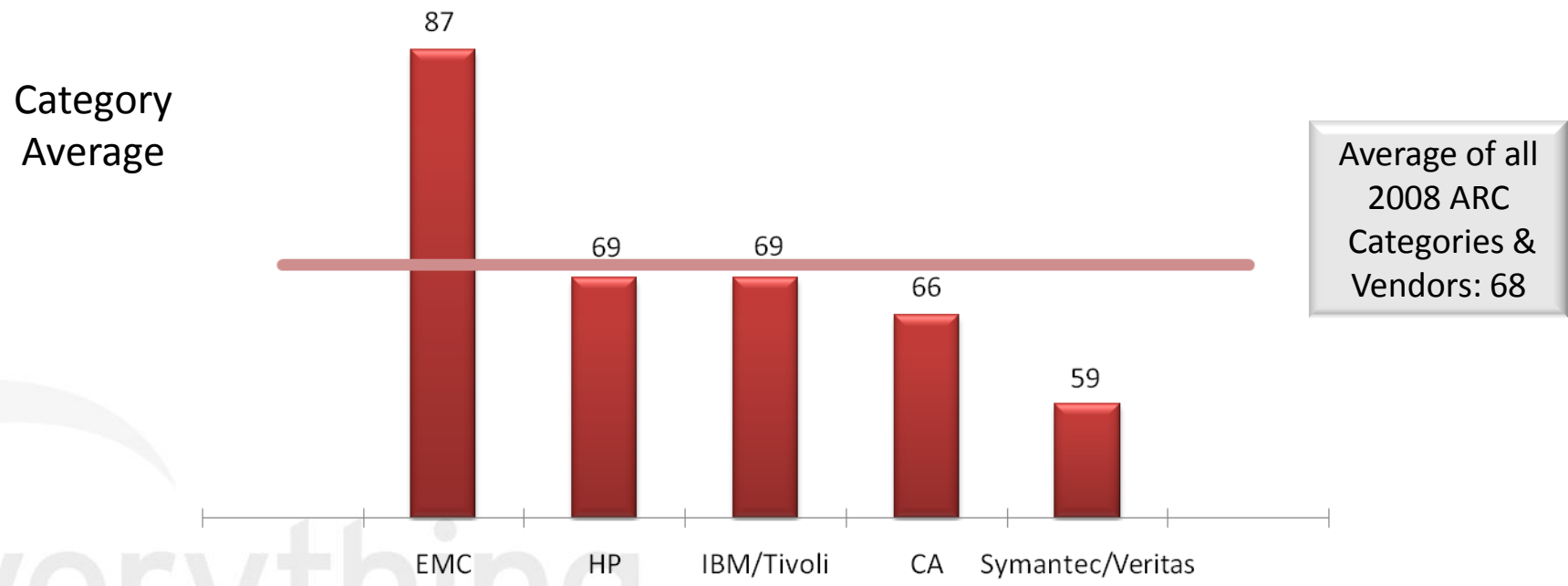
	EMC Score	HP Score	IBM/Tivoli Score	CA Score	Symantec/ Veritas Score	Average Score	Importance Rank*
Revenue and Profit Potential	97	72	78	72	66	77	2t
Ease of Doing Business	89	69	68	69	58	71	2t
ROI (Return on Investment)	89	72	72	68	62	73	6t
Manages Channel Conflict	85	65	67	62	51	66	10
Communication	85	67	65	65	53	67	13
Solution Provider Program	81	63	64	60	52	64	14
Partner Portal	73	57	54	55	49	58	18
<b>Partnership Averages</b>	<b>86</b>	<b>66</b>	<b>67</b>	<b>64</b>	<b>56</b>	<b>68</b>	

\*Out 18 Criteria

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# Overall Scores

## 2008 ARC: Storage Management Software Vendors



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# Score Recap

## 2008 ARC Storage Management Software

	EMC Score	EMC Rank
Quality and Reliability	103	1
Compatibility & Ease of Integration	94	1
Richness of Features/Functionality	94	1
Technical Innovation	91	1
Marketability	88	1
Services Opportunity	84	1
<b>PRODUCT INNOVATION AVERAGE SCORE</b>	<b>92</b>	<b>1</b>
Post-Sales Support	88	1
Pre-Sales Support	85	1
Quality of Field Management	81	1
Training	80	1
Marketing Support	76	1
<b>SUPPORT AVERAGE SCORE</b>	<b>82</b>	<b>1</b>
Revenue and Profit Potential	97	1
ROI (Return on Investment)	89	1
Ease of Doing Business	89	1
Communication	85	1
Manages Channel Conflict	85	1
Solution Provider Program	81	1
Partner Portal	73	1
<b>PARTNERSHIP AVERAGE SCORE</b>	<b>86</b>	<b>1</b>
<b>OVERALL SCORE</b>	<b>87</b>	<b>1</b>

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# 2008 ARC Winners

## *Storage Management Software Vendors*

**Product Innovation**



EMC

**Support**



EMC

**Partnership**



EMC

**Overall Winner**

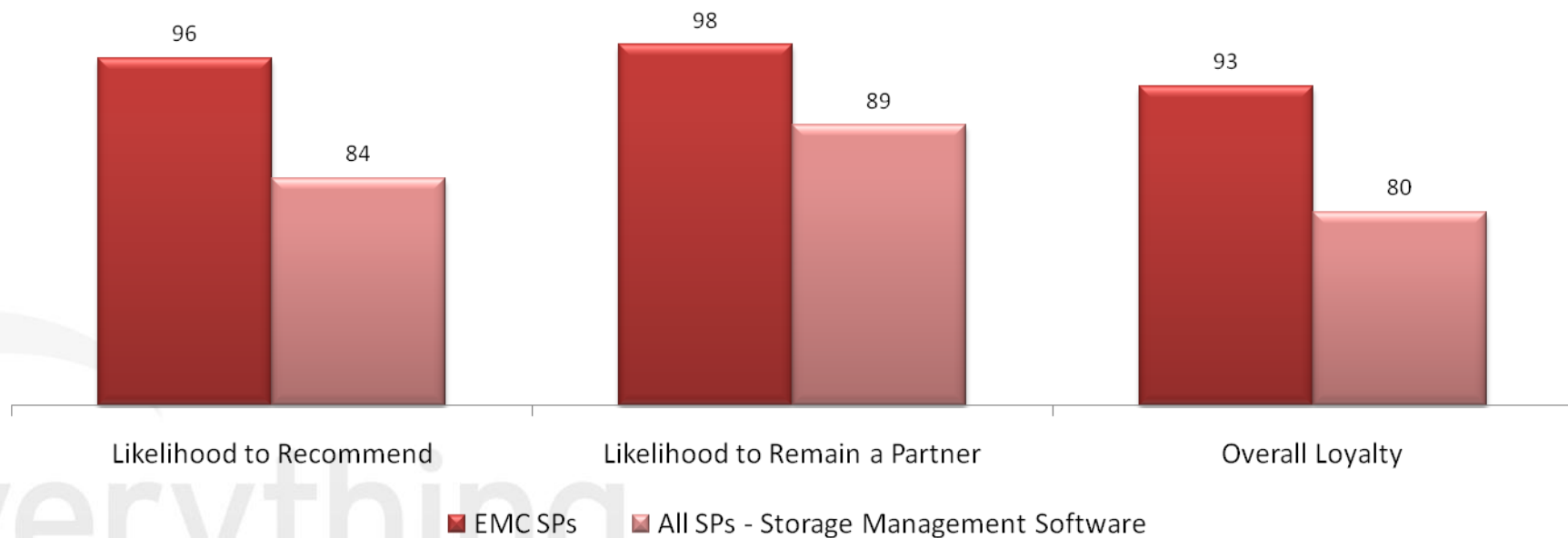


EMC

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# Loyalty Scores

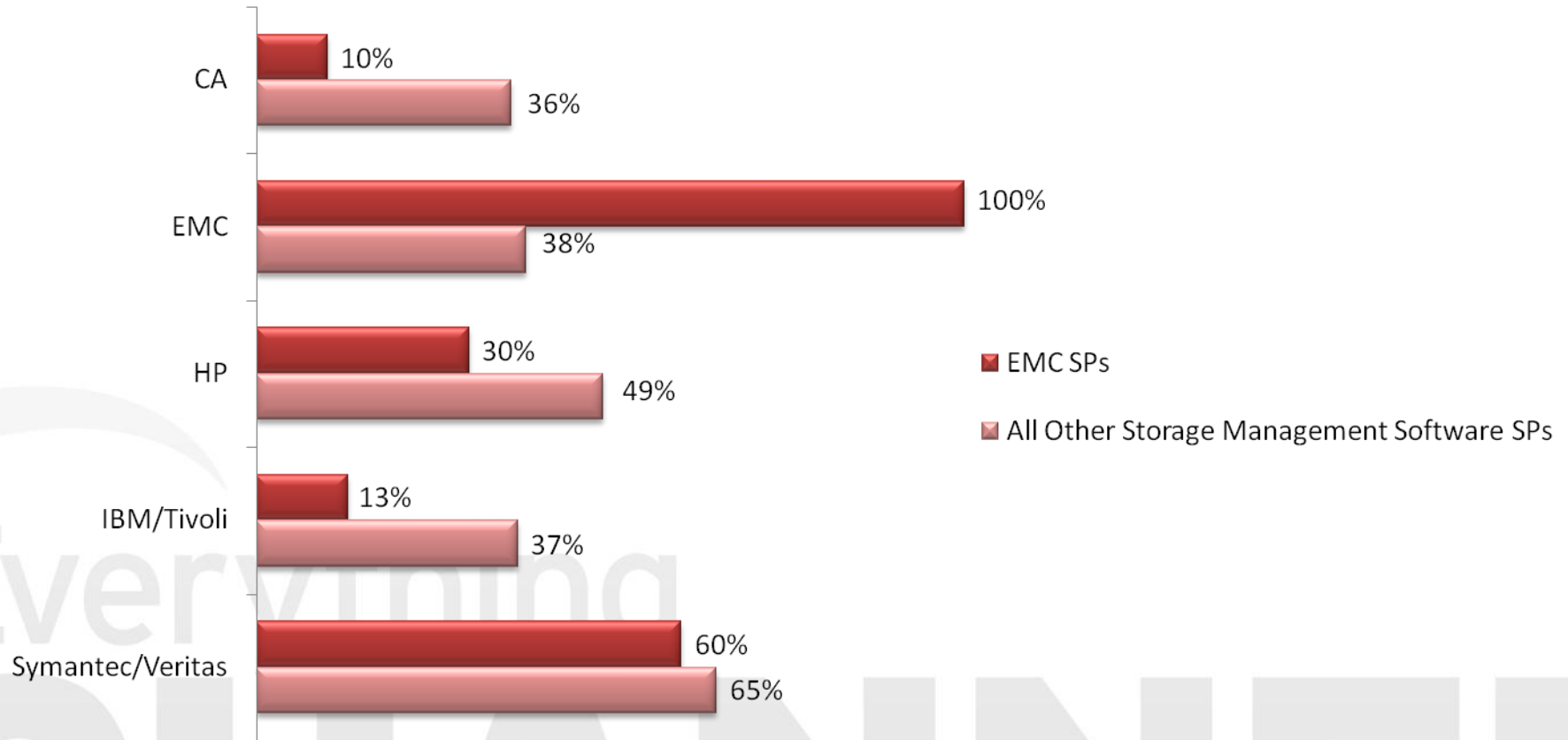
*2008 ARC: Storage Management Software*



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# Co-Residency

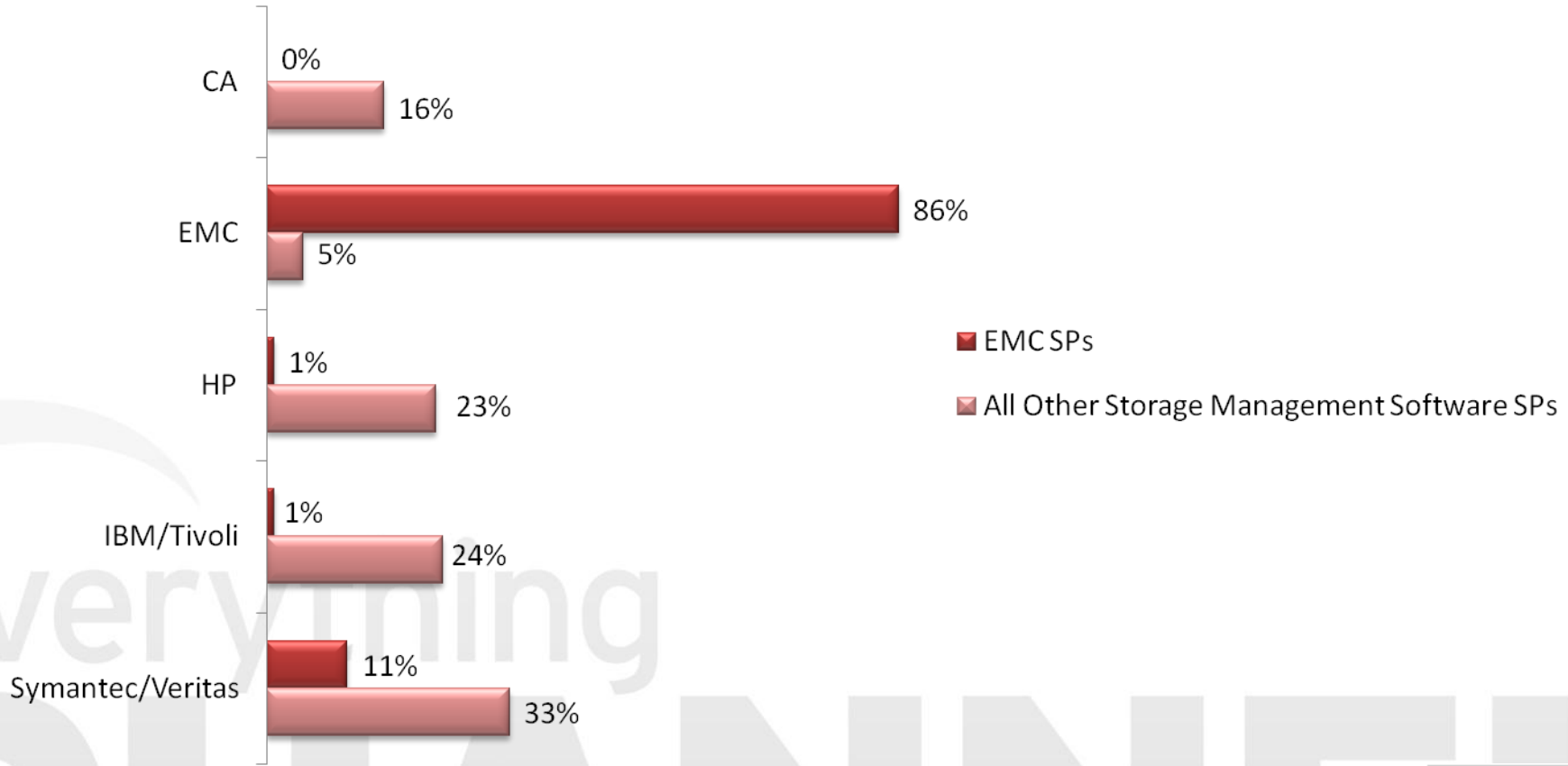
*Of Storage Management Software Resold or Supported*



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# Leading Brand of Storage Management Software

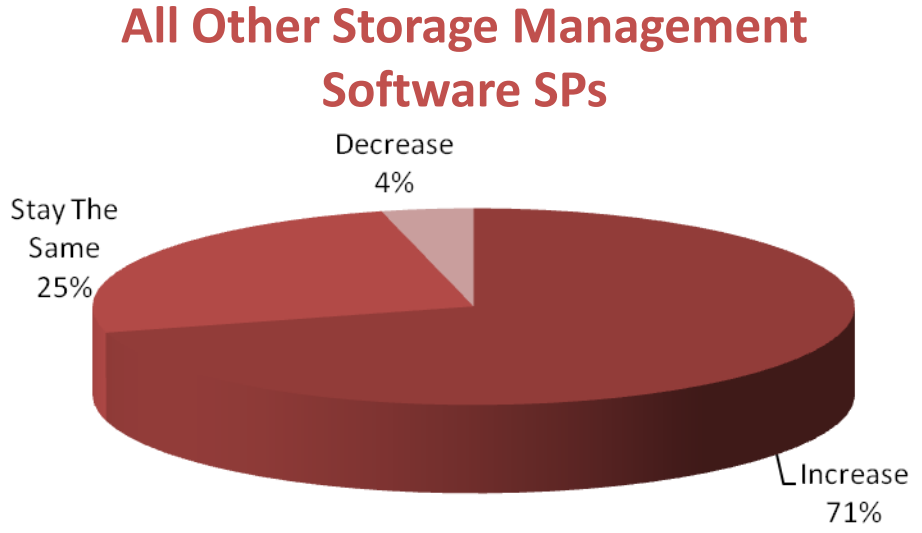
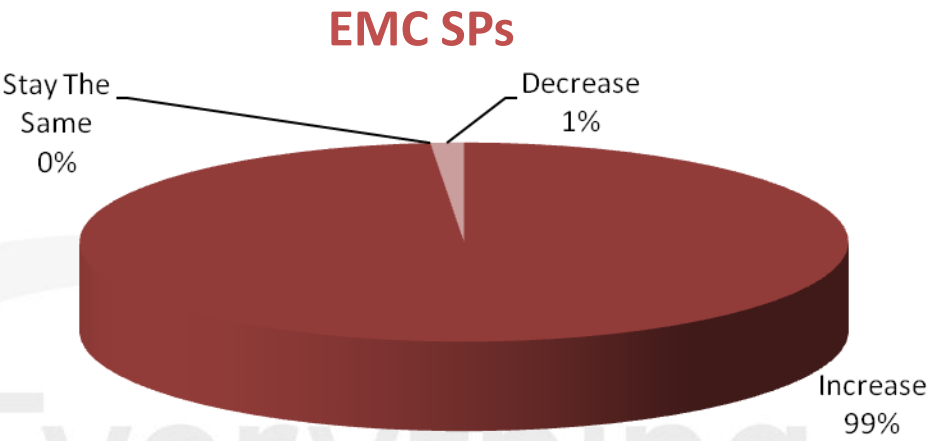
*Based on Revenue Generated*



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# Expected Business in the Next 12 Months

## Storage Management Software



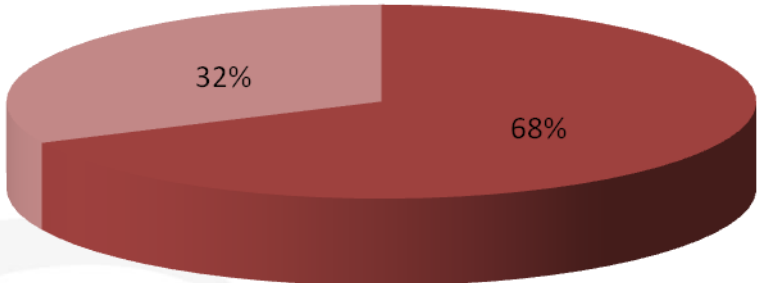
# Getting the Lion's Share

*Of Storage Management Software Recommended or Purchased by SP's*

*Average % of Total Storage Management Software Dollar Volume Recommended or Purchased*

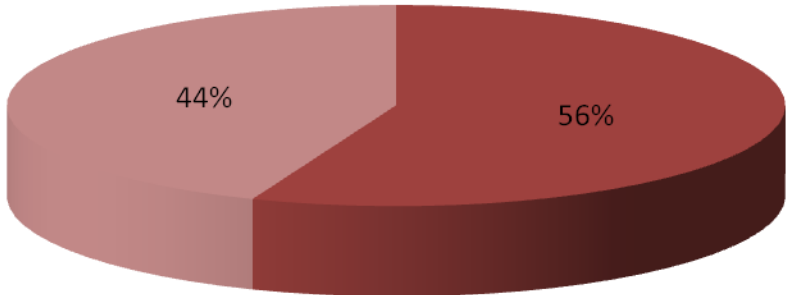
*Average Storage Management Software SP is Selling 2.3 Different Vendors*

**EMC SPs**



- EMC Storage Management Software
- All Other Storage Management Software Vendors

**All Other Storage Management Software SPs**



- Avg. Vendor In Storage Management Software
- All Other Storage Management Software Vendors

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# What Will Keep You Loyal to EMC?

- The ability to confidently recommend EMC solutions to meet my long-term customers' business needs based on operational improvements they offer, reliability and performing "as advertised" and enhancements that keep up with the competition which allow me to win the sale and to protect the customer's investment.
- product innovation and ability to meet customer needs
- As long as it continues to be a profitable product line for us to sell and support. This requires that the market is not saturated with other partners.
- Ease of doing business, products that add value and are affordable across our wide range of clients while allowing us to receive a reasonable margin with significant service opportunities.
- Positive experiences with both the Channel and End User teams at EMC.
- "-Profit results  
Marketability  
Support  
"
- Consistent support, product performance, and field communication.
- Continued investment in product development, and a continued commitment to the channel programs like Journey to the Top.
- Stable and reliable product at a price point that provides value to our customer and is profitable for us.
- "-EMC continued commitment to their channel partners. We have been very pleased with EMC increased focus on the Channel over the past few years, most specifically this year. This includes cooperation in the sales process, training, marketing efforts, SPIFFs, incentives and promotions.

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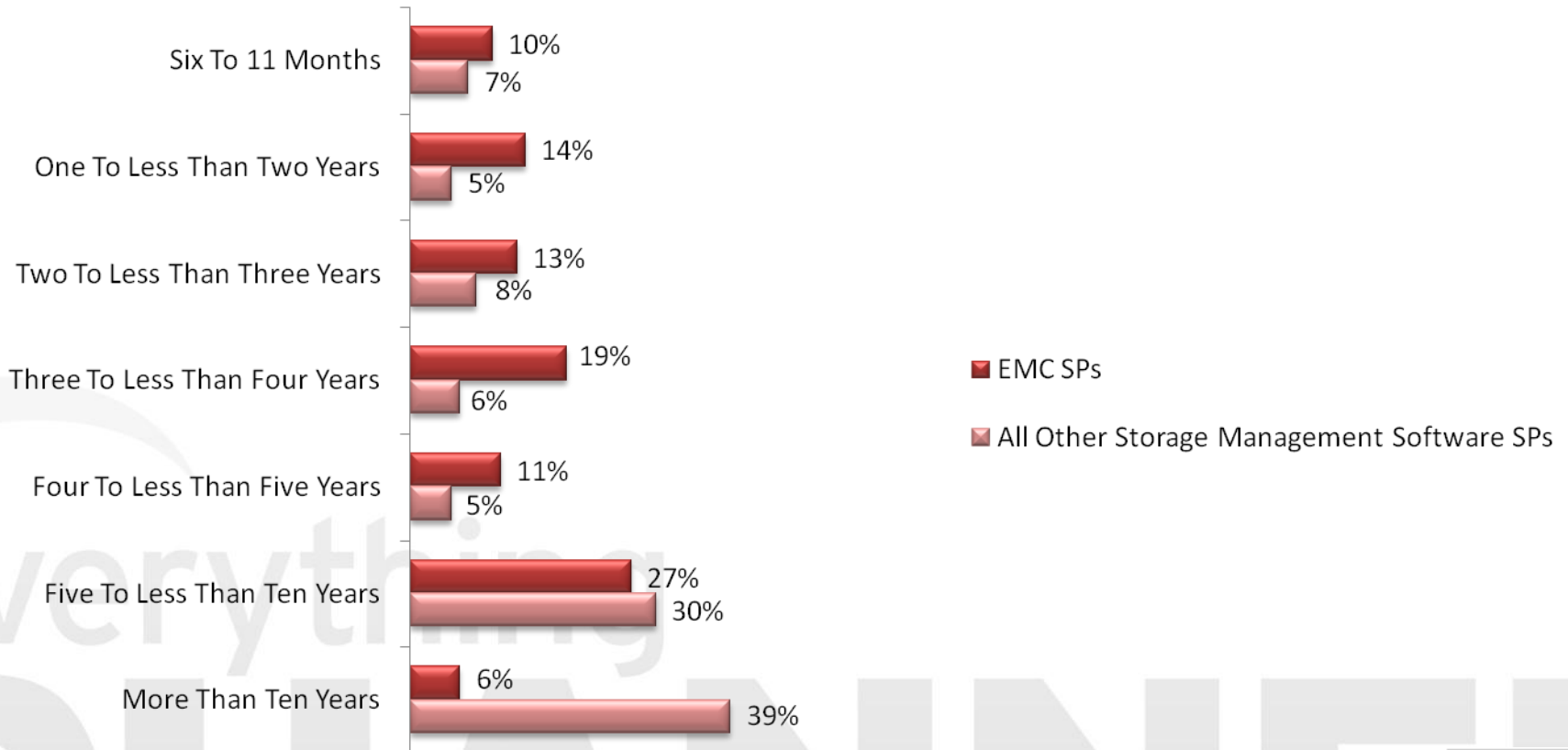
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- How a Vendor's Solution Providers Stack-up Against the Average

## **Click** Observations and Recommendations

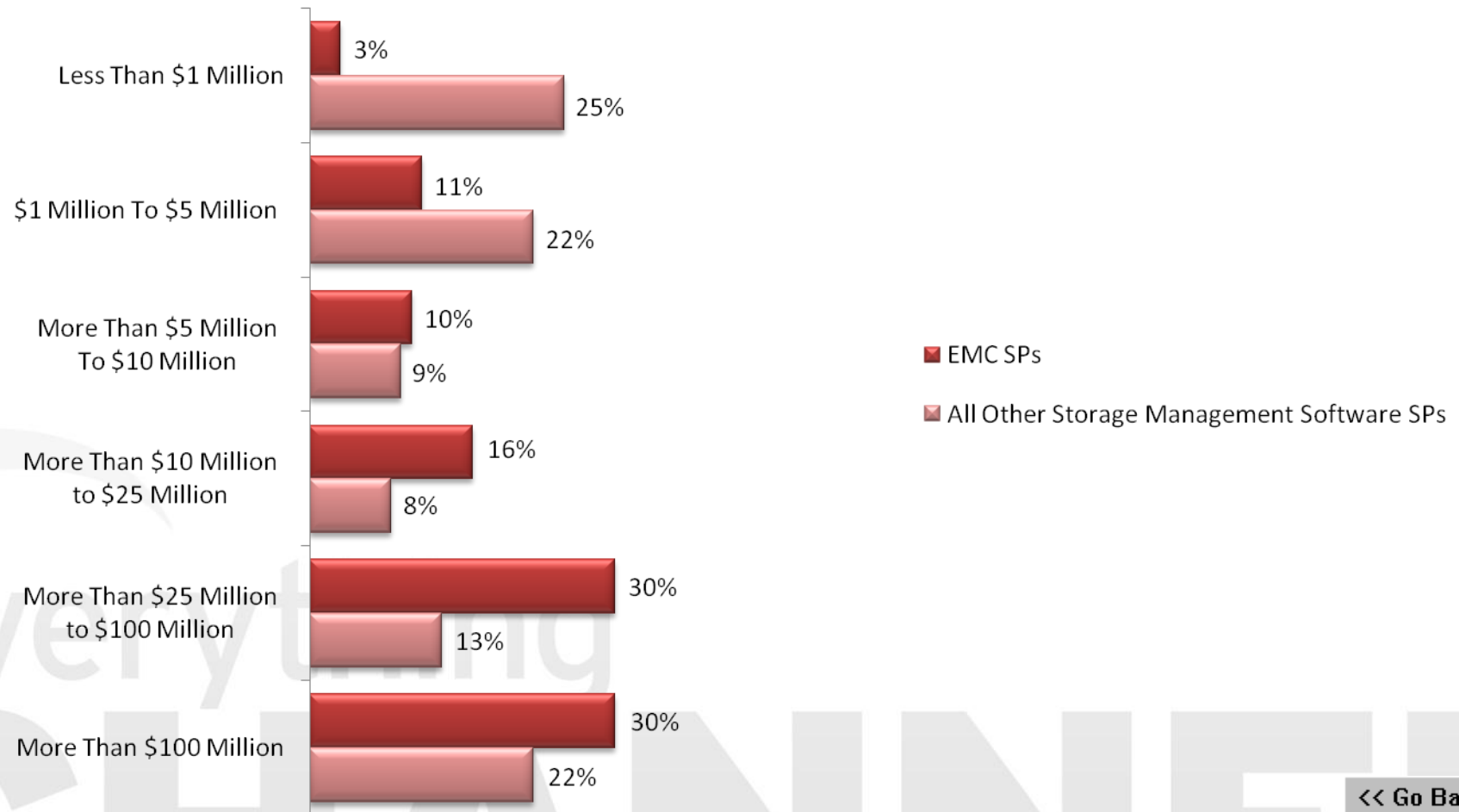
# To Recruit or Enable?

## *Number of Years SP's Selling, Recommending, Supporting, Influencing Storage Management Software*



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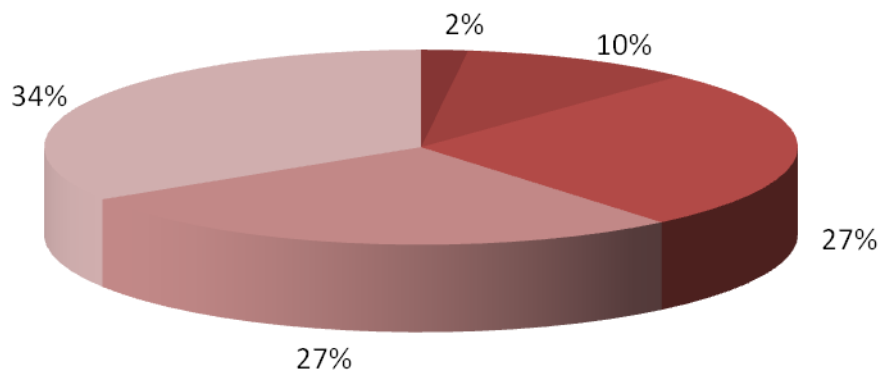
# Annual Revenue of SPs Surveyed



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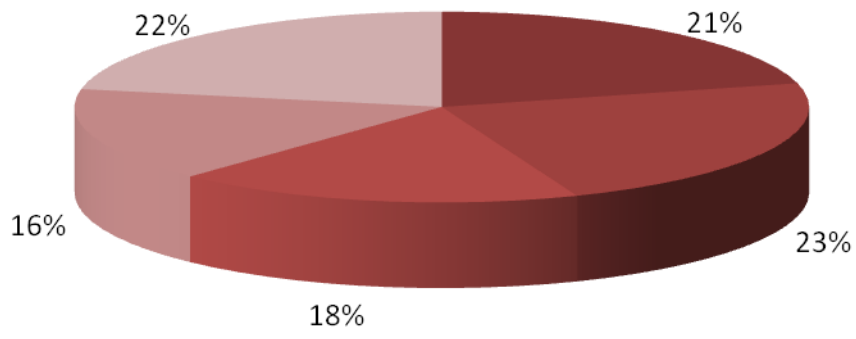
# Percent of Revenue by Customer Size – Storage Management Software

### EMC SPs



- 1 To 19 Employees
- 20 To 99 Employees
- 100 To 499 Employees
- 500 To 999 Employees
- 1000+ Employees

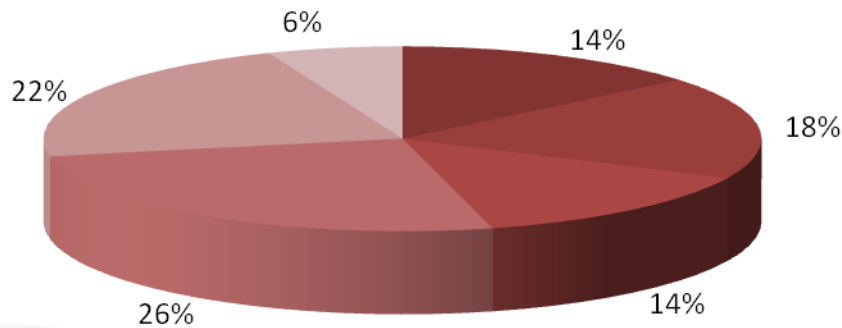
### All Other Storage Management Software SPs



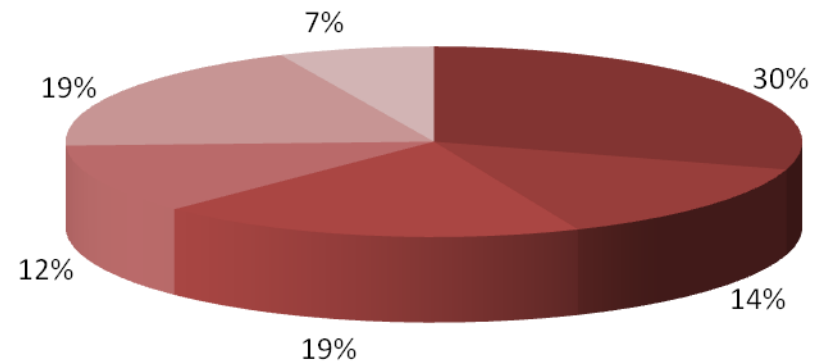
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# Systems Represent the Greatest Segment from which SP's Anticipate they will Derive 2008 Revenue

## EMC SPs



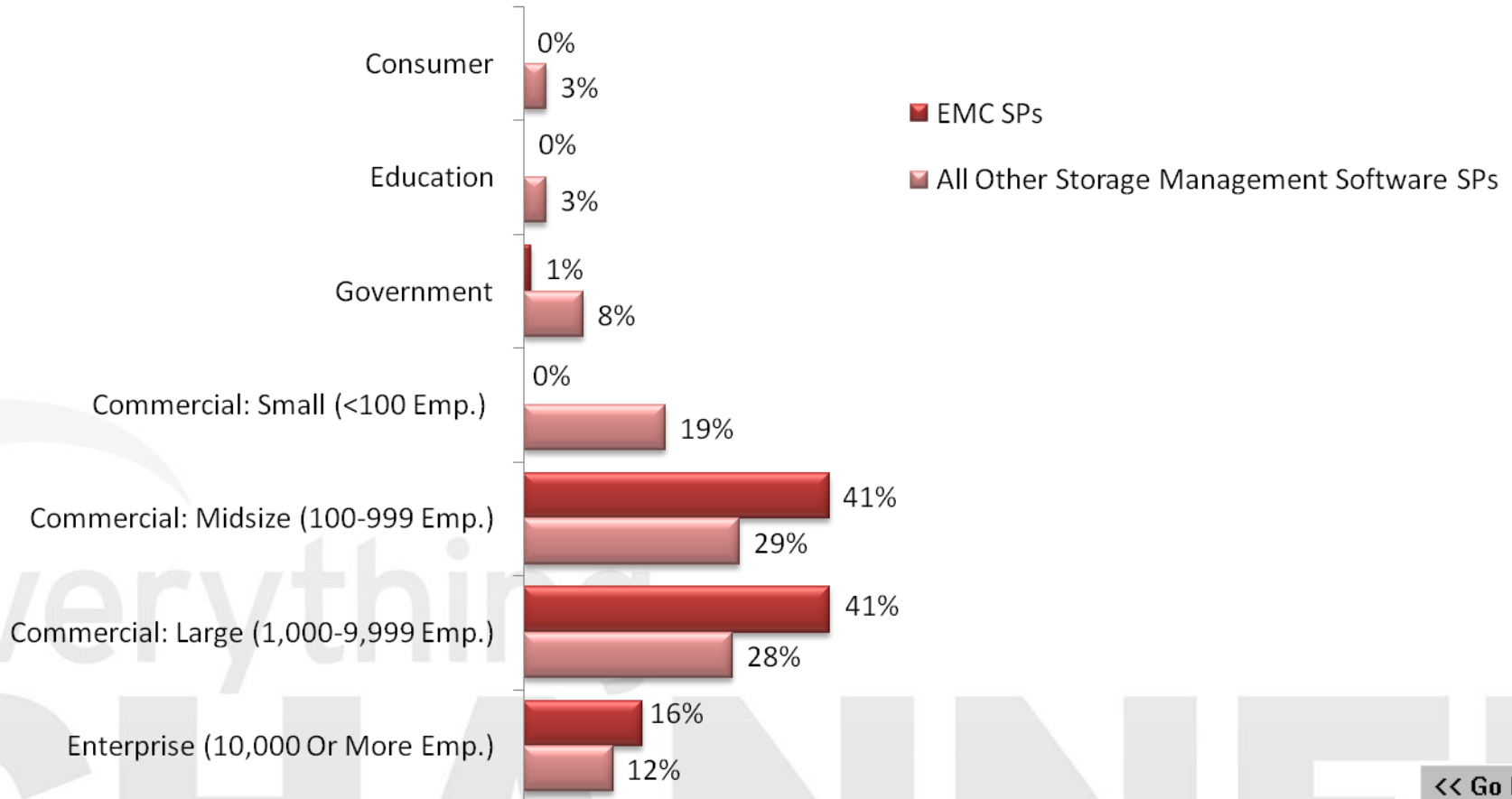
## All Other Storage Management Software SPs



- Systems Including Peripherals & Accessories
- Network HW (E.G., Hubs, Switches, Routers, Etc.)
- Software (Custom And/Or Third Party)
- Storage
- Service/Consulting
- Managed Services

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# EMC Storage Management Software Best Positioned in the Midsize & Large Commercial Segments



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## **Click** Observations and Recommendations

# Observations and Recommendations

- #1
- #2
- #3

Everything  
CHANNEL

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# Leverage **Your** ARC Achievement For the Entire SP Community

Issue Date 10/2008

- Ad Close 10/03/2008
- Custom ARC Winners Gold Spotlight--Close 10/03/2008
- Special High-impact Opportunities
  - Gatefolds, Inserts, Digital Versions To Demographics
- Web: ARC Net Seminars & ARC Podcasts

Everything

CHANNEL

THE DOCUMENT COMPANY  
**XEROX** Overall Winner

**Xerox Corporation**  
 800 Long Ridge Road  
 Stamford, CT 06904



*Ted Mates and his associates enjoy a moment of joy at the VARBusiness ARC Awards Ceremonies.*

*At Xerox, we focus on the document. In fact, we've made it our goal to be the leader in providing document solutions that enhance productivity and knowledge sharing. Document solutions consist of hardware, software and services. They add value to organizations by improving the way knowledge is shared, business is done and value is delivered.*

**PRODUCT INNOVATION**



**Xerox changed the world.** Inventing the future. Then building it. At first glance, that seems like hyperbole. But it's not. It's plain, unvarnished history. Sixty years ago, the process of making a simple copy of a document was, at best, time-consuming, expensive and tedious. Today, we take copies for granted. Along with networks and faxes and that mouse on your desktop. And the simple fact is Xerox came up with all of these technologies. We're proud of our history of innovation and more importantly, with the way we've made it possible for people to get their work done easier, better and faster.

**Over \$1.5 billion in research and development annually**  
 Our commitment to research and development focuses on satisfying customer requirements in an increasingly digital, networked and knowledge-based global environment.

**BEST SUPPORT**

Xerox is in a unique position to provide these solutions — around the clock and around the world. Our global structure includes people who make it their business to know your business inside out and are dedicated to solving your problems. Backed with world-class support and customer satisfaction guarantees, Xerox offers industry-specific document solutions — hardware, software, consulting services, networking expertise and fully managed outsourcing on a 24/7 basis.

**BEST PARTNERSHIP**

**Partnering for Success**

Partnership drives growing and successful businesses — both yours and ours. It joins you with someone you can rely on to help you gain the winning edge, no matter the size of your business. Xerox has always been committed to giving our partners that edge. We provide global document solutions that bring together leading-edge technology, the widest array of digital software in the industry, sophisticated software, services, teams of industry-focused sales representatives and a growing network of indirect sales channels.

- Programs designed to increase sales and strengthen customer satisfaction
- Knowledge sharing and development planning that can help you grow your business
- Our continuing legacy of innovation that has created a rich product and service portfolio



**Partnerships Drives Growing and Successful Business**

Both yours and ours. It joins you with someone you can rely on to help you gain the winning edge, no matter the size of your business. Xerox has always been committed to giving our partners that edge. We provide global document solutions that bring together.

**Find the Xerox Partnership Program that best suits your needs.**

**Dealer**  
 Is yours an independent business, locally owned and managed? Do you sell copiers, fax machines and multifunction office equipment ordered directly from Xerox? Then the Xerox North American Authorized Dealer Channel is the program for you.

**Xerox Business Partners**  
 Develop, market, and sell solutions and services worldwide. The Xerox Business Partner Group provides the resources and support you need to develop and market your offerings, drive revenue, and capture new opportunities. We offer you a direct connection to our sales force and valuable joint selling opportunities.

**Xerox Cooperative Marketing Partner (CMP)** Composed of over 50 different companies that offer innovative solutions that help enable the sale of Xerox High-End Production Publishing and Printing Systems, the combination of Partner products and services with Xerox products and services brings our mutual customer a "Total Solution."

**Xerox eBusiness Partner (Affiliate Program)**  
 Turn your business-related Web site into an essential resource for your visitors and customers by providing Xerox content, products, services and links. You earn commissions on all qualifying sales!

# Additional Data & Trending Available

IPED presents a customized analysis of your ARC results to show which factors have the most impact on your performance relative to:

- ✓ The Competitive Set
- ✓ Trending over previous years
- ✓ The Impact of "Co-Residency"
- ✓ Additional Profiling Data to determine optimal partner mix



The analysis evaluates the relative, rather than the absolute, scores to show what drives differences in performance.

The results allow you to pinpoint where to focus and what to prioritize.

With these results you will receive actionable data that outlines what activities can:

- \$ Achieve the same score with less resources
- \$ Improve the score with the same resources
- \$ Optimize the score with the minimum of required additional resources

Cost: \$5,000-\$10,000 per category depending on number of variables requested.

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# Deep Dive on Your Results to Address Specific Scores and Ensure Overall Improvement

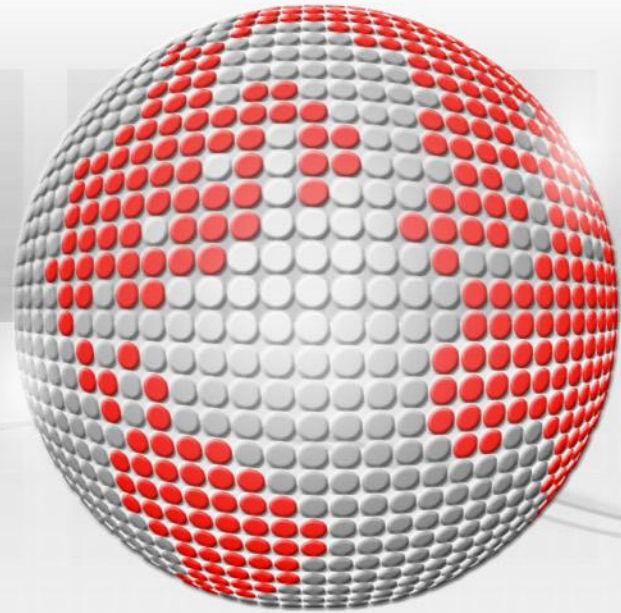
- IPED can further explore the root causes for partner perceptions by segment and by category
- The output will provide a prescriptive set of recommendations for improving partner perception to determine:
  - The critical factors for improving your scores
  - What channel partners need from a strategic partnership with you
  - How you can enhance or modify your value proposition to be more competitive

## Methodology and Deliverable:

- **Step 1: Annual Report Card Tool Analysis**
  - IPED will leverage its proprietary software tool to run a regression analysis to determine your performance against the competitive set and **prioritize which factors** are most responsible for the difference in scores based on **relative influence** (\$10,000)
- **Step 2: Comprehensive Qualitative Interviews**
  - IPED will conduct a series of in depth interviews with 8-10 key partners around key messaging and program/resource enhancements required (\$15,000)
- Key findings and recommendations include an assessment of the current state of these partnerships, the main value business partners expect from a strategic partnership and what changes can be made in increase partner engagement

Everything

CHANNEL



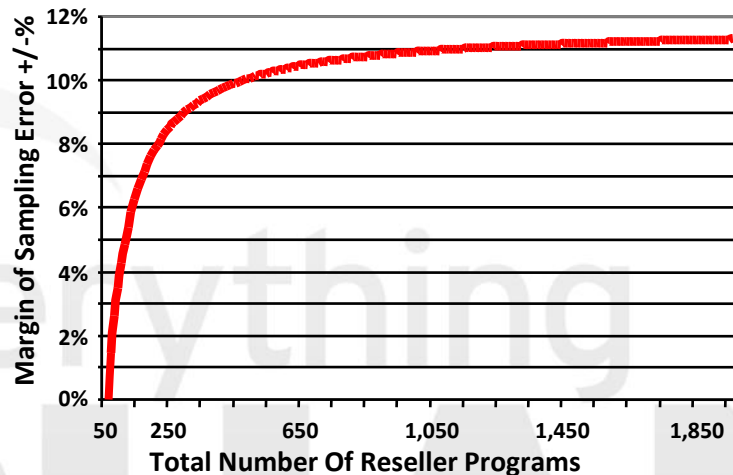
# The End of Core 2008 ARC Presentation



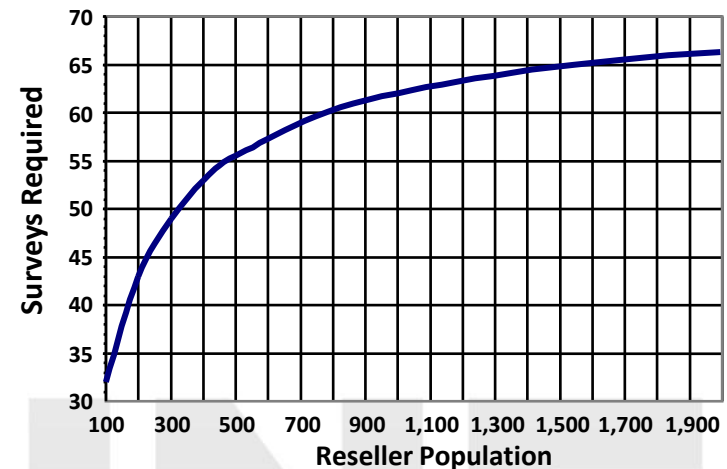
## FAQ – Sample Size: Finite Population Correction Factor

- ▶ Typically statistical accuracy is a function of sample size – larger the sample size is the more statistically accurate the results will be.
- ▶ When the universe size is limited or finite and the size is known, the finite population correction factor is applied.
- ▶ EX: Channel program consists of 300 partners.

Statistical Accuracy For 70 Completed Surveys  
(At 95% Confidence)



Sample Size



# 18 Product Categories - 2008 Annual Report Card

## COMPUTING

**Renamed**

Notebooks /Mobile Computers

**Renamed**

Volume Mainstream Business Servers  
(\$24,999 and below)

**New**

Midrange (High-End) Servers  
(\$25,000 and above)

Client & Server Processors

## NETWORKING

**Renamed**

Voice-over-IP Technology

**Renamed**

Network Security Appliances

**Renamed**

Networking Infrastructure – Enterprise  
(LAN and Voice)

**Renamed**

Wireless Infrastructure

**New**

SMB (Small and Midsize) Networking  
Hardware (excluding Wireless LANs and  
Voice)

## PERIPHERALS

**Renamed**

Display Technologies (17"+)

Workgroup Color Printers

## SOFTWARE

Data & Information Management Software

**New**

Middleware

Systems & Network Management Software

**Renamed**

Client Security Software (Firewall, Anti-spam,  
Anti-virus)

Storage Management Software

**New**

Network Security Software

## STORAGE

**Renamed**

Network Storage (SAN or NAS)

# 2008 ARC Category Definitions and Vendors' Products

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[Click](#) Client & Server Processors

[Click](#) Client Security Software (Firewall, Anti-spam, Anti-virus)

[Click](#) Data & Information Management Software

[Click](#) Display Technologies (17"+)

[Click](#) Middleware

[Click](#) Midrange (High-End) Servers (\$25,000 and above)

[Click](#) Network Infrastructure – Enterprise (LAN and Voice)

[Click](#) Network Security Appliances

[Click](#) Network Security Software

[Click](#) Network Storage (SAN or NAS)

[Click](#) Notebooks /Mobile Computers

[Click](#) SMB (Small and Midsize) Networking Hardware (excluding Wireless LANs and Voice)

[Click](#) Storage Management Software

[Click](#) Systems & Network Management Software

[Click](#) Voice-over-IP Technology

[Click](#) Volume Mainstream Business Servers (\$24,999 and below)

[Click](#) Wireless Infrastructure

[Click](#) Workgroup Color Printers

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# 2008 ARC Category Definitions & Vendors' Products: Client or Server Processors

## Definition:

Processors that power server, workstation, desktop and notebook computers.

## AMD

AMD Opteron, AMD Phenom, AMD Turion

## Intel

Core2Duo, Core2Quad, Xeon, Atom, Pentium Dual Core and Celeron processors, Centrino and vPro platforms

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# 2008 ARC Category Definitions & Vendors' Products:

## Client Security Software

### **Definition**

Client-Side Software that Automatically Detects And Removes Viruses, Spyware or Other Malicious Code and/or Blocks Unauthorized Access to/from web sites or other online content

### **CA**

Anti-Virus, CA Internet Security Suite, CA Anti-Spyware, CA Threat Manager and CA HIPS

### **Kaspersky Labs**

Kaspersky Open Space Security, Kaspersky Network and Endpoint Security Packages, Mail and Gateway Security

### **Sophos**

Endpoint Security and Control

### **Symantec**

Symantec Endpoint Protection, Symantec Antivirus Corporate Edition

### **Trend Micro**

Worry-Free Client Server Security for SMB, Worry-Free Client Server Messaging Security for SMB, OfficeScan Client Server Edition, Intrusion Defense Firewall Add-on for OfficeScan

### **Web Sense**

Websense Enterprise, Websense Web Security Suite, Websense Express, Websense Hosted Web Security (formally known as SurfControl WebDefense), Websense Email Security (formally known as SurfControl Email Filter), Websense Hosted Email Security (formally known as MailControl)

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# 2008 ARC Category Definitions & Vendors' Products: Data & Information Management Software

## **Definition**

Database and data management systems sold to small, medium and large customers that enables the collection, modification, extraction, management and storage of a wide variety of data and objects.

## **IBM**

IBM Database Servers & Data Warehousing, IBM Enterprise Content Management, Information Integration Solutions

## **Microsoft**

SQL Server 7, SQL Server 2000, SQL Server 2005

## **Oracle**

Oracle Database, Real Application Clusters, Oracle Times Ten In-Memory Database

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# 2008 ARC Category Definitions & Vendors' Products:

## Display Technologies

### **Definition**

Independently sold monitors, not those bundled or sold by system vendors. Not large-format.

### **Acer**

AL-series, Business Series (B-series), Value Series (V-series), X Series, Ferrari (F-20)

### **NEC Display Solutions of America, Inc.**

SMB and Enterprise LCD products - 17" - 24" Displays: Accucync LCD, 70 Series LCD's

### **Samsung**

6 series (226bw, 206bw and 906bw), 245BW, 43 Series (2243BWX, 943BX) and 305T

### **ViewSonic**

Value Series (VA Series), Graphic Series (VG Series), Professional Series (VP Series)

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# 2008 ARC Category Definitions & Vendors' Products:

## Middleware

### Definition

Integration or enabling technologies that exists between applications and databases products that allow them to exchange data or multiple processes. It includes application servers, web servers and similar tools that support application development and delivery.

### IBM

WebSphere Application Server, WebSphere Process Server, WebSphere Portal Server, WebSphere MQ, WebSphere Tools

### Microsoft

BizTalk Server 2007, BizTalk Server 2005

### Oracle

Application Servers - Oracle Application Server & Jdeveloper, SOA and Process Integration - Oracle SOA Suite & BPA Suite, Identity Management - Oracle Identity Management, Content Management - Oracle Universal Content Management, Business Intelligence - Oracle Business Intelligence Enterprise Edition, Portals & Web 2.0 - Oracle WebCenter

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# 2008 ARC Category Definitions & Vendors' Products:

## Midrange Servers (\$25,000 and above)

### Definition

More than \$25,000 in price including Unix servers and midrange servers.

### Dell

Dell PowerEdge M Series

### HP

ProLiant rack-based servers and BladeSystems, Integrity, HP9000

### IBM

IBM System I, IBM System p, IBM System x, IBM BladeCenter

### Sun

Sun SPARC Enterprise Servers: M4000, M5000, M8000, M9000

Sun Fire Servers: V490, V890, E2900, E4900, E6900, E20K, E25K

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# 2008 ARC Category Definitions & Vendors' Products:

## Networking Infrastructure - Enterprise

### Definition

Enterprise-class switches, routers and hubs that can handle a large number of connections and deliver fast throughput; suitable for organizations with 1,000 or more employees.

### Alcatel-Lucent

OmniSwitch 7000/9000 Switches; OmniSwitch 6850 / 6800 Switches; OmniStack LS 6200 Switches; OmniVista NMS and OmniAccess 700

### Cisco

Cisco Catalyst Series Switches, Cisco Series Modular Access Routers, Cisco Series Integrated Services Routers

### Enterasys

Enterasys Secure Stack, Enterasys Matrix N- Series, Enterasys Netsight

### HP

ProCurve Networking by HP

### Juniper

Juniper - J-series and M-series - High performance routing, EX-series - Ethernet Switching, WX-series - WAN Acceleration

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# 2008 ARC Category Definitions & Vendors' Products:

## Network Security Appliances

### Definition

Network-based hardware device, typically sealed, that performs one or more of these functions: Firewall, UTM (Unified Threat Management), VPN, Network Access Control (NAC), anti-malware, anti-spyware, anti-spam, anti-virus, intrusion prevention or detection, content filtering.

### Cisco

Cisco ASA 5500 Series Adaptive Security Appliances, IronPort Security Appliances, Cisco IDS/IPS 4200 Appliance

### Fortinet

FortiGate

### Juniper

Juniper - Firewall/IPSec VPN platforms - Secure Services Gateway (SSG) and Netscreen integrated security appliances, Secure Access SSL VPN (SA), Unified Access Control (UAC), Intrusion Detection and Prevention (IDP)

### Secure Computing

Secure Web (Webwasher), Secure Mail (IronMail), Secure Firewall (Sidewinder), Secure SnapGear, Secure SafeWord

### SonicWALL

SonicWALL TZ Series, SonicWALL PRO Series, SonicWALL E-Class Network Security Appliance (NSA) Series

### Trend Micro

Network VirusWall Enforcer 2500

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# 2008 ARC Category Definitions & Vendors' Products:

## Network Security Software

### **Definition**

Software that resides in or protects the network, including Firewalls, VPN, IDS/IPS, Gateway Anti-Virus, Anti-Spam, and Other Content Filtering

### **Novell**

Novell Identity Manager, Novell Secure Login, Novell Access Manager

### **Symantec**

Symantec Network Access Control, Symantec Mail Security for Microsoft Exchange

### **Trend Micro**

LeakProof, Network VirusWall Enforcer 2500

### **WebSense**

Websense Web Security Suite, Websense Enterprise, Websense Web Security Suite, Websense Express, Websense Hosted Web Security (formally known as SurfControl WebDefense), Websense Email Security (formally known as SurfControl Email Filter), Websense Hosted Email Security (formally known as MailControl)

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# 2008 ARC Category Definitions & Vendors' Products:

## Network Storage

### Definition

Network-attached storage (NAS) is hard disk storage that is set up with its own network address rather than being attached to the department computer that is serving applications to a network's workstation users. Centralized SANs connect multiple servers to a centralized pool of disk storage, treating all of a company's storage as a single resource. Distributed SANs use one or more Fibre Channel or SCSI switches to connect nodes within buildings or campuses

### Dell

Dell EqualLogic PS 5000 Series

### EMC

CLARiiON Family (CX & AX), Centera Content Addressable Storage Systems, Celerra Family of IP Storage Systems, CLARiiON Disk Library, Symmetrix High-End Networked Storage Systems

### HP

StorageWorks EVA, StorageWorks All-In-One, StorageWorks MSA

### IBM

DS Family, DR550, N Series, TS Family

### Net App (Formerly known as Network Appliance)

NetApp FAS2000, FAS3000, FAS6000 primary storage systems, NetApp V-Series virtualization systems, NetApp NearStore FAS and VTL systems

### Netgear

ReadyNAS, ReadyNAS NV+, INFRANT, ReadyNAS Duo

### Sun

Sun StorageTek series arrays: 2500, 6000, 9900 , Sun StorageTek 5300 series NAS

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# 2008 ARC Category Definitions & Vendors' Products:

## Notebooks/Mobile Computing

### **Definition**

Mobile Computers includes Notebooks, Laptops

### **Acer**

TravelMate, Aspire, Extensa, Ferrari

### **Dell**

Dell Latitude Series; Dell Vostro Series

### **HP**

HP Compaq 6000 Series, HP Compaq 8000 Series

### **Lenovo**

ThinkPad T61, ThinkPad R61, ThinkPad X61, ThinkPad X61 Tablet, ThinkPad X300, Lenovo 3000 N200, Lenovo 3000 C200

### **Panasonic**

Toughbooks Business-Rugged, Semi-Rugged, Fully-Rugged

### **Toshiba**

Portege R500, Portege M700, Satellite Pro L300, Tecra A9

### **Sony**

SZ Series, TZ Series, BX Series

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# 2008 ARC Category Definitions & Vendors' Products:

## SMB (Small and Midsize) Networking Hardware

### Definition

Switches, routers and hubs (excludes wireless LANs and Voice) suitable for (small and midsize) companies with fewer than 1,000 employees. (Hardware/software solutions that provide for internal and external connectivity that includes security, performance optimization and management functionality.)

### Adtran

Total Access, ATLAS (Enterprise Integrated Access Device)

### Cisco

Cisco Catalyst Express Series Switches, Cisco Catalyst 2960 Series Switches, Cisco Integrated Services Routers (ISR)

### D-Link

Web Smart 16-48 Port Switches, Layer 2 and 3 standalone and stackable switches, switch modules

### HP

ProCurve Networking by HP

### Linksys

Linksys WRVS (WRVS4400N Wireless-N Gigabit Security Router with VPN) and WRV (WRV200 Wireless-G VPN Router with RangeBooster, WRV54G Wireless-G VPN Broadband Router)

### NETGEAR

NETGEAR ProSafe Smart Switch  
NETGEAR ProSafe Unmanaged Switches  
NETGEAR ProSafe Managed Switches

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# 2008 ARC Category Definitions & Vendors' Products: Storage Management Software

## **Definition**

Storage management software includes data protection, disaster recovery and application availability and/or unbundled SAN or NAS management software or virtualization software.

## **CA**

CA ARCserve

## **EMC**

Avamar, ControlCenter Family, DiskXTender, MirrorView, Networker, Replistor, Retrospect, SnapView, SRDF/TimeFinder, VMware

## **HP**

Storage Essentials

## **IBM Tivoli**

IBM Tivoli Storage Manager Family of Products

IBM Total Storage Productivity Center Family of Products, IBM SAN Volume Controller (SVC)

## **Symantec/Veritas**

Symantec Backup Exec, Symantec Backup Exec, System Recovery, VERITAS NetBackup, VERITAS Storage Foundation, VERITAS Cluster Server Symantec Enterprise Vault

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# 2008 ARC Category Definitions & Vendors' Products: Systems and Network Management Software

## **Definition**

Software that monitors network traffic and client/server uptime and performance; provides alerts, reports and/or self-healing capabilities to increase uptime and performance

## **HP**

HP Software

## **Microsoft**

Windows Server 2003, 2008, IIS, Microsoft System Center Essentials

## **Novell (awaiting determination based on MarketShare)**

Novell Sentinel, Novell ZENworks Configuration Manager, Novell eDirectory

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# 2008 ARC Category Definitions & Vendors' Products:

## Voice-Over-IP Technology

### Definition

Hardware and software for delivering voice traffic over IP networks, including IP-PBXes, soft-switches, voice-enabled routers, gateways, & IP

### Alcatel-Lucent

OmniPCX Servers; OmniVista Communication

Management Suite; OmniTouch applications; IP Touch Sets, Enterprise Communications Server (ECS) and the Business Integrated Communication Solution (BICS)

### Cisco

Cisco Unified Communications 500 Series for Small Business , Cisco Unified Communications Manager (CallManager), Cisco Unified MeetingPlace

### D-Link

DVX-2000MS5 or 10 VoiceCenter IP Phone System with Response Point, DPH-125MS VoiceCenter IP Phone System for Response Point

### Linksys

Linksys Voice Systems: SPA (SPA2012, SPA3102, SPA400, SPA9000) line of routers.

Linksys Voice Systems: SPA IP Telephones (SPA921, SPA922, SPA941, SPA942, SPA962)

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# 2008 ARC Category Definitions & Vendors' Products:

## Volume MainStream Business Servers (\$24,999 and below)

### Definition

Less than \$25,000—typically AMD or Intel powered servers and low-end Unix servers.

### Dell

Dell PowerEdge R & T Series, 1950/2950

### HP

ProLiant towers and rack based servers and BladeSystems

### IBM

IBM System I, IBM System p, IBM System x, IBM BladeCenter

### Sun

CoolThreads Servers: Sun SPARC Enterprise Servers: T5140, T5240, T5120, T5220, T1000, T2000;  
Sun Fire Servers: T1000, T2000; x64 Servers: Sun Fire Servers: X4140, X4440, X4500, X4600, X4100,  
X4200, X2100 M2, X2200 M2, X4150, X4450

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# 2008 ARC Category Definitions & Vendors' Products:

## Wireless Infrastructure

### Definition

Wireless routers with only Basic Encryption Protocols such as WEP or TKIP that don't accommodate Subnets and don't allow individual User Logins

### Cisco

Cisco Aironet, Cisco Integrated Services Router, Cisco Catalyst Series Integrated Wireless

### D-Link

AirPremier Wireless outdoor access points and adapters, AirPlus Xtreme Wireless Routers, Wireless IP Network Cameras and enclosures, xStack Managed 24 and 48-port gigabit stackable switches with 10 AP license

### HP

ProCurve Networking by HP

### Linksys

Linksys Business Series WRVS and WRV wireless routers.

### NETGEAR

NETGEAR ProSafe Access Point, NETGEAR ProSafe Smart Wireless Controller

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# 2008 ARC Category Definitions & Vendors' Products:

## Workgroup Color Printers

### Definition

Workgroup Color Printers includes Network Color Printers with Higher Duty Cycles that cost at least \$650

### HP

HP Color LaserJet Printers and MFPs

### Lexmark

C510N, C760N, C762N, C912N, C524n

### Oki Data

C6000 Series, C6100 Series, C8800 Series, C9650/9800 Series, C3530n MFP, C5000 Series (e.g. C5500n, C5550 MFP, C5800 Ldn), C7350/7550 Series

### Ricoh

Ricoh SP C410DN/SP C411DN, Ricoh SP C811DN, Ricoh SP C210SF

### Samsung

CLP 660ND, CLX 6200FX, CLX 6210FX

### Xerox

Phaser 8560, Phaser 6180, Phaser 6360

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# Product Innovation - 2008 Criteria Definitions

## **Quality & Reliability**

Reliable, Robust, Performance, Scalability.

## **Richness of Features/Functionality**

Performing as Described, Supporting Industry Standards, Flexible, Scalable, Versatile, Having an Attractive Feature Set, Return and Warranty Policies.

## **Technical Innovation**

Innovative, Pioneering, Product Maps to Customers Needs, a Technology Leader.

## **Services Opportunity**

Does The Product Open Opportunities for Extended Support, Professional or Managed Services.

## **Compatibility And Ease Of Integration**

Product Being Manageable, Compatible, Easy To Configure, Easy To Integrate Into Existing Network/Platforms, Ease Of Adaptability

## **Marketability**

Ease of Selling Product, Ease of Attaching/Upselling with the Product, Level of Customer Education Required, Level of Investment in Sales Training and Infrastructure, Reasonable ROI.

# Support - 2008 Criteria Definitions

## Pre-Sales Support

Sales Tools, Field-sales Support & Joint Sales Calls, Pre-sales Training, Web-based Resources & Demos, Inside Sales Support.

## Post-sales Support

Tiered Service Plans & Technical Support Plans, Availability of Replacement Parts, (Software) Upgrade/Migration Strategy, Download Fixes, Upgrades & Patches Availability.

## Marketing Support

Quality of Sales Leads and Referrals, MDF/Co-op Promotion, Advertising, Marketing Tools, Spec Sheets, Literature, Training And Demo Products Available, Marketing Support Desk/Bureau to Help You (Partner) Execute Marketing Campaigns.

## Quality Of Field Management

Does Channel Account Managers Actively Engage With SPs, Advocate For Solution Providers' Businesses & Resolve Conflicts, Pricing and Supply Problems Onboarding/ Welcoming New Partners, Online Support for Delivering/Solving Business Problems In A Timely Fashion & Helping You (Partner) Driving Incremental Value.

## Training

Quality of Technical, Marketing and Sales Training, ROI on Training, Training Availability, Cross-Certification Support.

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# Partnership - 2008 Criteria Definitions

## Partner Portal

Secure Partner Web Site, Web-based Resources and Demos, Online Marketing/Sales Tools, Online Knowledge Transfer / Training / Certification, Easy for VAR to Place Orders, Configuration/Pricing Information Available, Availability of Products.

## Solution Provider Program

Administration, Authorization & Certification Process, Quality/Competence of Vendor Personnel, Return Policies, MDF Reimbursement, Terms and Conditions, and Solution Provider Feedback Mechanisms.

## Communication

Timely Information About Promotions, Pricing, Program Changes and New Products, Ease of Obtaining Information, and Product/Services Advertising.

## Manages Channel Conflict

The Vendor Minimizes Channel Conflict Between the Vendor's Direct Sales Force and the Resellers' Business; Minimizes Conflict Within the Channel (Between Solution Providers) by Balancing Direct and Indirect Product Offerings.

## Revenue & Profit Potential

Gross Margin Points, Potential for Value-added Services and Add-on Sales and Offers Rebates, Service Contracts.

## Ease of Doing Business

Overall This Company Is Easy To Do Business With.

## ROI

Return On Investment Includes Investments Made In Sales And Technical Training/ Certification.

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