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## Research

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# vendor value ratings

How do you decide which of the many IT vendors out there will provide the most value to your current initiatives? Our annual *CIO Insight* Vendor Value survey gives you all the information you need. See how your peers rate 40 major enterprise technology providers. **By Guy Currier**

**W**HAT DO YOU VALUE MOST ABOUT YOUR INFORMATION technology vendors? There is no one-size-fits-all answer. Every enterprise has key performance metrics unique to its corporate culture and the industry it serves. However, over the course of more than five years spent examining how enterprises rate the value of their IT vendors, we've identified several universal factors that every organization must take into consideration in its vendor relationships.

In July and August 2010, 684 IT decision-makers at U.S.-based enterprises responded to *CIO Insight's* 2010 Vendor Value survey, designed, fielded and tabulated by Ziff Davis Enterprise Research. Of these respondents, 258 were from companies with at least

50 but fewer than 500 employees; 218 had at least 500 but fewer than 5,000 employees; and 208 had 5,000 employees or more.

We asked respondents to rate the vendors they work with on eight measures. The first four of these are classified as "value" measures:

- helping their customers increase revenue
- helping them lower costs
- ability to solve specific business problems
- delivery of appropriate service or support levels (new this year).

In addition, we asked respondents to rate their vendors on these three "reliability" measures:

- product quality

- delivery on time and within budget
- ability to meet whatever service-level agreements are in place (new this year).

Lastly, we asked respondents: If you had a choice, would you continue to work with this vendor?

For the purposes of this report, results in each category indicate the percent of respondents who rate a vendor as excellent or good in that category. Vendors are also ranked on their overall scores across all categories (see The Big Picture, pages 22-23). Based on those overall results, we see significant movement in the 2010 top-five vendor value rankings. In fact, only one vendor, Red Hat, kept a spot in the top five in both 2010 and 2009. The five firms leading the 2010 rankings in overall value and reliability ratings are:

- WebEx: a Web conferencing and collaboration solutions provider, and a division of Cisco
- Cisco: a networking solutions provider
- NetApp: a storage system and software vendor
- Juniper Networks: a provider of network software, silicon and systems
- Red Hat: an open-source technology solutions provider.

### Ratings Reversion

There's a major trend worth noting in this year's study: the return to vendor value score levels of years past after a recession-fueled shift upward last year. In 2009, scores were up for two reasons: With budgets reduced, organizations jettisoned some vendors, keeping their favorites. At the same time, vendors worked harder than ever to please customers in order to keep them (*CIO Insight*, October 2009). As we put it then, "The only sure way for a seller of technology to keep pace on our list was to raise its scores."

This year, enterprises continue to use fewer vendors, but they also have lowered opinions about the ones they're keeping. In 2009, those we surveyed worked

with an average of 11 major vendors. This year, it's only about nine and a half. The average overall vendor value score in 2009 was 73 percent; this year, it's 67 percent, a reversion to the 2008 average score of 66 percent.

That leads us to the following question: Did vendors learn anything at all from the Great Recession? Rather than capitalizing on the ways they found to retain customers during hard times, it appears that they are effectively taking for granted the core customers who stuck with them.

Google could be an example of this: The firm has been so focused on rolling out new products that it has squandered the value gains it made with customers last year. After rising 4 percentage points from 2008 to 2009, this year Google's overall score dropped by 14.

Of course, not all vendors saw a decrease in their ranking. For example, Motorola, Juniper Networks and Salesforce.com jumped up nine, eight and five places in the rankings, respectively, by simply maintaining their ratings levels. +

## Top Vendors for ...

### ... Delivering Required Support

1. Cisco
2. NetApp
3. Trend Micro

### ... Helping Increase Revenue

1. Juniper Networks
2. WebEx (Cisco)
3. Red Hat

### ... Lowering Costs

1. WebEx (Cisco)
2. Seagate
3. Red Hat

### ... Being on Time and on Budget

1. WebEx (Cisco)
2. Juniper Networks
3. CDW

### ... Meeting SLAs

1. NetApp
2. Cisco
3. WebEx (Cisco)

### ... Solving Business Problems

1. APC
2. Cisco
3. Seagate

### ... for Product Quality

1. APC
2. (tie) Cisco, Red Hat, CDW

Source: *CIO Insight*/Ziff Davis Enterprise Research, September 2010

## How the Survey Was Done

*CIO Insight's* 2010 Vendor Value survey measures how U.S.-based organizations generally perceive the value of their IT vendors' product and service offerings, and their overall satisfaction with the support these vendors provide.

To create our initial list of IT vendors for the survey, we relied on the Fortune 500 and Global 500 lists, along with Ziff Davis Enterprise Research's ongoing vendor studies in 21 technology categories. Ziff Davis Enterprise Research's staff designed and fielded the survey, and tabulated responses.

In all, 684 qualified respondents (258 from companies with at least 50 but fewer than 500 employees; 218 with at least

500 but fewer than 5,000; and 208 with 5,000 or more) replied and completed the survey between July 30 and August 24, 2010.

After identifying the vendors with which their enterprise has had a business relationship in the past 12 months, respondents were asked to rate those vendors as "excellent," "good," "fair" or "poor" on seven criteria. The "overall" rating given for each vendor is the average percent of "good" or "excellent" responses for each criterion. As an additional criterion, respondents were asked whether, given a choice, they would continue to use each vendor with which they currently work.

# The Big Picture

RANK 2010	RANK 2009	RANK 2008	RANK 2007	VENDOR	Overall	Value							
						Percent of respondents who rate a vendor as excellent or good							
					Average of individual value and reliability ratings	Meets expectations for increasing revenue†		Meets expectations for lowering costs		Solves the business problem paid to solve		• Delivers required service/support levels	
							RANK		RANK		RANK		RANK
1	11	N/A	N/A	WebEx (division of Cisco)	78%	72%	2	82%	1	84%	4	67%	4
2*	6	4	7	Cisco	76	68	6	62	21	88	2	73	1
2*	9	N/A	N/A	NetApp	76	66	10	68	11	83	5	72	2
4	12	11	N/A	Juniper Networks	75	74	1	76	4	83	5	67	4
5	2	7	1	Red Hat	74	70	3	78	3	78	12	56	28
6	14	N/A	N/A	CDW	73	64	12	72	6	83	5	52	33
7*	N/A	N/A	N/A	Seagate	72	66	10	79	2	85	3	58	22
7*	5	N/A	N/A	APC	72	60	20	64	15	91	1	60	17
7*	17	5	2	VeriSign	72	67	8	64	15	80	10	65	8
10*	1	N/A	N/A	Intel	71	68	6	71	7	78	12	60	17
10*	6	7	2	HP	71	63	14	68	11	80	10	62	12
10*	14	5	7	Dell	71	61	17	71	7	77	14	57	26
10*	2	2	2	Google	71	69	4	74	5	74	22	58	22
10*	17	10	7	Citrix	71	63	14	71	7	81	8	61	15
10*	9	9	5	Research In Motion	71	59	22	66	14	81	8	62	12
16	25	18	16	Motorola	70	69	4	64	15	75	19	62	12
17	31	17	11	Trend Micro	69	56	29	63	18	77	14	68	3
18	20	15	17	IBM	68	61	17	60	23	73	24	67	4
19*	31	19	13	EMC	67	63	14	58	26	73	24	67	4
19*	22	14	14	Apple	67	64	12	56	29	74	22	60	17
19*	25	25	21	Verizon Wireless	67	54	33	56	29	73	24	59	21
19*	6	19	18	Sun Microsystems	67	67	8	62	21	71	28	64	9
23*	28	27	N/A	Salesforce.com	66	61	17	63	18	69	31	64	9
23*	25	29	21	Microsoft	66	59	22	55	33	76	17	64	9
25*	22	11	12	Adobe	65	59	22	58	26	76	17	58	22
25*	N/A	N/A	N/A	Netgear	65	57	26	69	10	75	19	47	38
27	20	19	N/A	Lenovo	64	58	25	67	13	70	29	51	35
28*	14	19	15	Symantec	63	49	35	54	35	77	14	60	17
28*	29	11	7	McAfee	63	56	29	60	23	72	27	53	31
28*	N/A	N/A	N/A	Polycom	63	57	26	63	18	75	19	52	33
31	N/A	31	33	Quest Communications	62	57	26	57	28	69	31	57	26
32*	35	33	29	Oracle (including PeopleSoft and Siebel)	61	60	20	49	38	67	34	61	15
32*	38	25	29	Nortel Networks	61	53	34	56	29	68	33	58	22
34*	39	34	19	SAP	60	56	29	54	35	70	29	55	30
34*	37	19	31	Sprint Nextel	60	55	32	60	23	63	37	50	37
36	19	27	27	Avaya	59	45	40	56	29	65	35	56	28
37	31	40	33	Verizon Communications	57	47	38	55	33	64	36	51	35
38	29	19	26	Novell	55	48	37	53	37	59	40	53	31
39	40	37	35	CA	54	49	35	49	38	61	38	47	38
40	36	37	37	AT&T	51	47	38	42	40	60	39	46	40

\* Tie † Or for achieving mission, if a not-for-profit organization  
 • New ratings for 2010 ‡ In what capacity respondents said they worked with each vendor

Reliability						Loyalty		Nature of Relationship‡						Worked with during the past 12 months	no. of respondents	RANK 2009
percent of respondents who rate a vendor as excellent or good								■ 10-24% ■■ 25-49% ■■■ 50-74% ■■■■ 75-100%								
Meets commitments on time and on budget		• Meets service-level or responsiveness needs		Meets quality expectations		If I had a choice, I would continue to do business with		Consultant	Outsourcer	Telecom	Hardware	Software	Security			
	RANK		RANK		RANK		RANK									
81%	1	80%	3	82%	8	95%	3	■	■	■■	■	■■■	■	14%	96	1
74	5	81	2	86	2	94	5	■	■	■	■■■	■	■	51	350	2
74	5	82	1	84	6	92	8	■	■	■	■■■	■	■	9	63	2
76	2	75	8	78	18	92	8	■	■	■	■■■	■	■	11	76	4
74	5	77	6	86	2	91	14	■	■	■	■■■	■	■	16	108	5
75	3	78	4	86	2	92	3	■■	■	■	■■■	■	■	23	158	6
72	11	62	31	83	7	95	3	■	■	■	■■■	■	■	8	55	7
70	12	70	15	90	1	100	1	■	■	■	■■■	■	■	15	103	7
73	10	74	11	80	12	92	8	■	■	■	■■■	■	■	16	112	7
69	14	68	20	86	2	97	2	■	■	■	■■■	■	■	21	146	10
74	5	70	15	82	8	92	8	■	■	■	■■■	■	■	45	307	10
75	3	76	7	80	12	92	8	■	■	■	■■■	■	■	54	366	10
74	5	69	19	79	14	94	5	■	■	■	■■■	■	■	20	134	10
68	18	74	11	79	14	91	14	■	■	■	■■■	■	■	23	155	10
69	14	75	8	82	8	90	18	■	■	■	■■■	■	■	21	146	10
67	21	75	8	78	18	89	21	■	■	■	■■■	■	■	8	56	16
69	14	73	13	79	14	91	14	■	■	■	■■■	■	■	11	74	17
68	18	71	14	77	21	86	24	■■	■	■	■■■	■	■	34	235	18
67	21	70	15	72	27	88	22	■	■	■	■■■	■	■	19	128	19
70	12	66	25	79	14	87	23	■	■	■	■■■	■	■	20	134	19
68	18	78	4	81	11	91	14	■	■	■	■■■	■	■	26	181	19
65	24	67	21	71	28	82	32	■	■	■	■■■	■	■	19	130	19
61	33	70	15	75	23	84	29	■	■■	■	■■■	■	■	8	57	23
65	24	67	21	75	23	90	18	■	■	■	■■■	■	■	72	491	23
65	24	61	35	77	21	93	7	■	■	■	■■■	■	■	38	257	25
69	14	61	35	75	23	85	27	■	■	■	■■■	■	■	9	61	25
64	28	67	21	70	30	86	24	■	■	■	■■■	■	■	16	112	27
65	24	67	21	71	28	85	27	■	■	■	■■■	■	■	31	210	28
64	28	65	27	73	26	86	24	■	■	■	■■■	■	■	26	175	28
57	36	60	37	78	18	90	18	■	■	■	■■■	■	■	12	84	28
63	30	63	29	69	31	78	36	■	■	■	■■■	■	■	8	54	31
59	34	64	28	69	31	83	31	■	■	■	■■■	■	■	27	182	32
63	30	63	29	65	34	67	40	■	■	■	■■■	■	■	8	54	32
62	32	62	31	62	37	79	34	■■	■	■	■■■	■	■	13	87	34
66	23	62	31	63	36	84	29	■	■	■	■■■	■	■	12	83	34
56	37	66	25	66	33	79	34	■	■	■	■■■	■	■	13	87	36
56	37	62	31	64	35	81	33	■	■	■	■■■	■	■	17	117	37
55	39	54	39	59	39	74	39	■	■	■	■■■	■	■	10	66	38
59	34	56	38	61	38	77	37	■	■	■	■■■	■	■	9	62	39
53	40	51	40	56	40	75	38	■	■	■	■■■	■	■	32	222	40

## Networking

Cisco and Juniper's consistently high scores somewhat overshadow two good debut performances from Netgear and Polycom, with the latter's loyalty score rivaling that of any top-tier vendor. Avaya has frequently been challenged in our survey, and this year has reverted to its accustomed position behind much-doubted Nortel.

RANK 2010	RANK 2009	RANK 2008	RANK 2007	RANK 2006	Vendor	Average of all 2010 ratings	Value	Reliability	Prefer to stay with vendor (% yes)
1	2	1	1	1	Cisco	76%	72%	81%	94%
2	3	2	-	-	Juniper Networks	75	75	76	92
3	-	-	-	-	Netgear	65	62	68	85
4	-	-	-	-	Polycom	63	61	65	90
5	7	5	4	3	Nortel Networks	61	59	64	67
6	4	6	3	4	Avaya	59	55	63	79
7	6	7	5	5	Verizon Communications	57	54	61	81
					AVERAGE 2009	65	63	68	84
					AVERAGE 2008	73	72	73	86
					AVERAGE 2007	66	65	68	84
					AVERAGE 2006	65	64	67	85
					AVERAGE 2006	65	64	66	81

Source: CIO Insight/Ziff Davis Enterprise Research, September 2010

## Software

Novell has continued its smooth slide down the rankings, while most other vendors (with the notable exceptions of Google and Adobe) have remained stable. Last year we said that the software vendors "may show more shifts [in 2010], after the upcoming Windows 7 release and an expected round of hardware upgrades have their effect." This didn't happen at all; it's hard to see how anyone but Microsoft itself could have been affected, and Microsoft has stayed quite solidly in the middle rankings going back several years.

RANK 2010	RANK 2009	RANK 2008	RANK 2007	RANK 2006	Vendor	Average of all 2010 ratings	Value	Reliability	Prefer to stay with vendor (% yes)
1	3	-	-	-	WebEx (Cisco)	78%	76%	81%	95%
2	1	2	1	1	Red Hat	74	71	79	91
3	1	1	2	-	Google	71	69	74	94
4	4	3	3	2	Citrix	71	69	73	91
5	7	6	-	-	Salesforce.com	66	64	69	84
6	6	7	6	4	Microsoft	66	63	69	90
7	5	4	4	-	Adobe	65	63	68	93
8	9	8	8	6	Oracle (including PeopleSoft)	61	59	64	83
9	10	9	5	5	SAP	60	59	62	79
10	8	5	7	3	Novell	55	54	56	74
11	11	10	9	7	CA	54	51	58	77
					AVERAGE 2010	66	63	68	87
					AVERAGE 2009	70	69	71	85
					AVERAGE 2008	61	60	61	81
					AVERAGE 2007	64	63	64	83
					AVERAGE 2006	60	60	60	77

Source: CIO Insight/Ziff Davis Enterprise Research, September 2010