PilotHouse Award Summary

In this report, Nemertes provides the quantitative results of the most in-depth research project ever conducted in the areas of virtualization and data-center technology. We assessed a total sample of 1,252 companies using a combination of Web-based surveys (1,192 respondents) and in-depth telephone interviews (60 participants). These results help companies that are evaluating a new virtualization and data-center strategy, reassessing an existing one, or evaluating virtualization and data-center options, including server, desktop, application, storage, hardware, and power-related products and technologies.

What makes this project so different from any other research available? *The results are based 100% on the experiences of virtualization and data-center decision-makers.* Nemertes' staff determines the methodology, conducts the research, and analyzes the findings. But we have no influence over how any given vendor performs; that rests with their customers. In addition, no vendors sponsor this research.

Award winner
Mitsubishi
Best Small Business Provider Power Systems

We asked IT decision makers to rate their providers across a wide range of technologies on three axes: technology, value, and customer service. Ratings are based on a 1-to-5 scale, in which 1 is unacceptable, 2 is poor, 3 is fair, 4 is good, and 5 is excellent. We then calculated the mean to obtain a composite score for each vendor. The end result: A highly reliable, objective view of the top performers in virtualization and data-center technologies that helps IT decision-makers gain confidence in their decisions and provides validation of best-of-breed vendors.

This award is segmented for small businesses. When is a small business not like a larger one? When it comes to application-virtualization, server and power technology. In all other categories, results for small businesses, defined as those with fewer than 250 employees, were identical with those for companies overall. But in these three categories, different winners emerged. Mitsubishi firmly wins this category with an overall score of 4.17.

Why Mitsubishi Won

Mitsubishi clearly has eked out a niche in the small-business power space, particularly because of its high scores in technology and value. That's not too surprising, actually. Although power systems would seem to be commoditized, that perception's actually incorrect: There's a lot of "under-the hood" technology evolution, particularly as systems adapt to handle requirements posed by voice over IP and blade computing. Small businesses need to balance cost, complexity and technical sophistication. The vendor that is able to minimize cost and complexity, while maximizing sophistication, will always have an edge. In this category, Mitsubishi has the clear edge.

Overall, research participants rate their power systems providers a 3.95 out of 5, and Mitsubishi snags top honors for small business away from Eaton/PowerWare with a 4.17.

The Need For Effective Power Management

The need for more effective power management is critical for virtualization. Much of the virtualization story is tied to reducing costs: fewer servers and smaller data centers, along with reduced electrical and HVAC requirements.
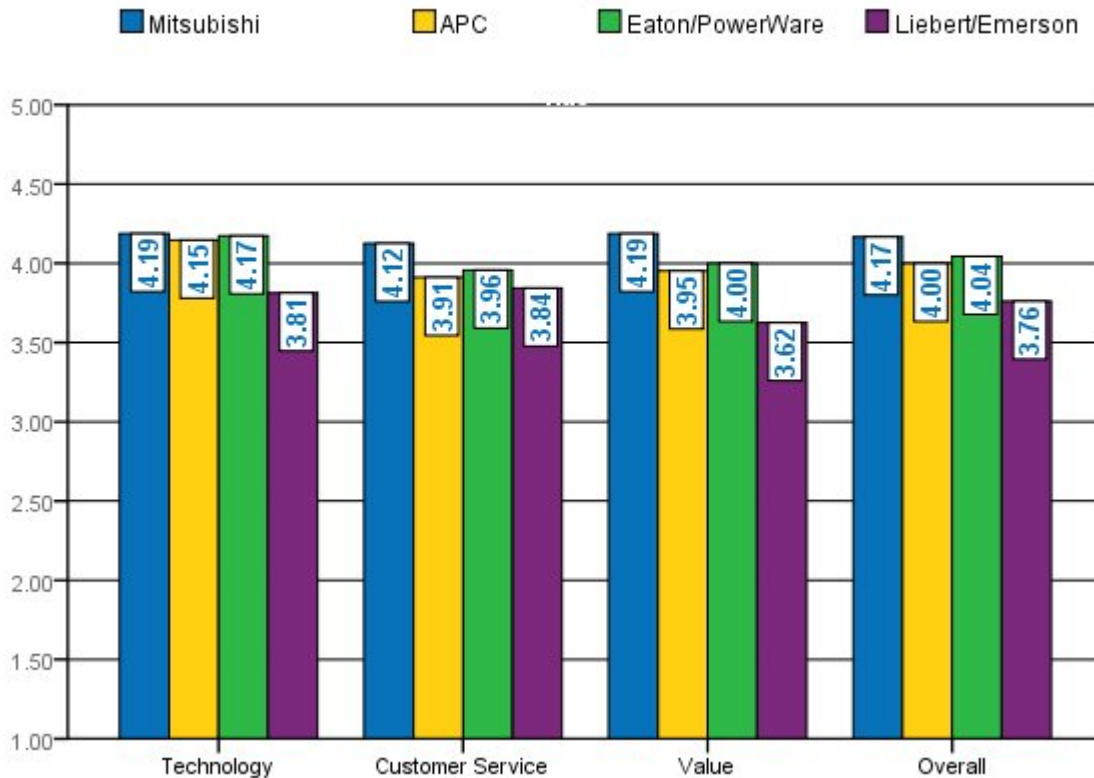
Participants have a clear grasp on the consolidation of hardware and rack space. Yet, few know their monthly electric bill. When asked, "Do you know your electrical costs," an IT architect for a manufacturing company says, "No. I've proposed it [the need to monitor power use], but it hasn't made a lot of progress. If facilities guys aren't interested, I don't push it too hard."

In many small businesses, the "facilities guy" is also the "IT guy," and the challenge isn't one of, "It's not my job," but rather one of stretched resources. Regardless, the issue is the same in that organizations must better monitor and maximize power to achieve the efficiency and green-IT goals of virtualization. At the heart of monitoring power is the necessary investment in intelligent power systems both for better monitoring of power consumption and intelligent power conservation. The growing interest in more intelligence is driving organizations to invest in leading power-management solutions, such as those from Mitsubishi.

Corporate green initiatives, even among small businesses, are making what once was just "part of the facility" as a product that is crucial to the success of a data center, and the technologies it houses.

Power Vendor Ratings, Small Business

Bar chart legend: ■ Mitsubishi ■ APC ■ Eaton/PowerWare ■ Liebert/Emerson

	Technology	Customer Service	Value	Overall
Mitsubishi	4.19	4.12	4.19	4.17
APC	4.15	3.91	3.95	4.00
Eaton/PowerWare	4.17	3.96	4.00	4.04
Liebert/Emerson	3.81	3.84	3.62	3.76

About Nemertes Research: Nemertes Research is a research-advisory firm that specializes in analyzing and quantifying the business value of emerging technologies. You can learn more about Nemertes Research at our Website, www.nemertes.com, or contact us directly at research@nemertes.com.

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