



Ideas International's (IDEAS) **Competitive Profiles** is a continuous information service that provides comprehensive data coverage of the features, pricing, and performance characteristics of a wide range of enterprise IT products and services.

Updated daily and delivered through a web browser, Competitive Profiles (CP) couples a rich online database of product and services information with a powerful suite of interactive analysis tools. This robust combination offers a wealth of information and comparative capabilities to meet a broad array of IT decision support needs.

Coverage Areas

The Competitive Profiles family of IT-industry intelligence tools currently consists of three modules:

- » CPSystems – covering major server (UNIX and Industry Standard Server) and system software products
- » CPStorage – covering storage disk and tape solutions and related software offerings
- » CPService – covering support and installation services from major vendors

Benefits

- » For Infrastructure Buyers – Improve your IT products and services acquisition process and find the right products for your organization.
- » For Technology Vendors – Enhance your competitive positioning with ongoing tactical intelligence covering product features, performance, and pricing.
- » For Consultants, SIs, and Industry Advisors – Enrich your advice to clients and help them make the best acquisition decisions with access to richer IT products and services information.



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Key Features

The following features extend to all three CP modules:

- » Product/Service Specifications – CP tracks key product/service differentiation data, enabling users to draw rapid and effective comparisons.
- » Pricing Coverage – CP provides detailed coverage of manufacturer list pricing, including historical pricing. Street pricing and discount practices are provided for selected countries.
- » Analysis Tools – A range of purpose-built analysis tools enable subscribers to quickly analyze pricing and specification comparisons, view products by market segment, and track product feature and price changes.
- » Robust Presentation Techniques – CP deliverables take advantage of powerful presentation techniques such as pricing configurators, tabular product comparisons, and relative price and performance charts.
- » Continuous Updates – CP research teams respond daily to product releases and updates. Changes are applied to the online database the same day.
- » User-Friendly Web Delivery – The full CP interface is delivered through a web browser – no client-side software is needed. CP is available 24x7 and can be easily accessed by all registered users.
- » Export Facilities – CP allows subscribers to export product information, comparisons, and reports for analysis in other software products.
- » Support – Subscribers receive direct support from industry-experienced analysts.

Customize Your Workspace

Competitive Profiles maintains a user profile for each individual subscriber, which allows you to customize the workspace according to your needs:

- > *Edit My Profile* – Offers easy access to your registration profile, where you can update your current settings and preferences.
- > *My Recent Products* – Provides single-click access to the five most recent profiles you viewed.
- > *My Documents* – Stores all of your custom content, including priced product configurations, feature and performance comparisons, cost of ownership analyses, and made-to-order Competitive Landscape views.
- > *My Resources* – Provides you with access to the Competitive Profiles Quick Start Guide, online help, e-mail support, and a feedback channel.
- > *My Alerts* – Allows you to manage your personalized e-mail alerts covering price changes and product announcements.

Fig 1 – The Competitive Profiles Home Page: Your portal to actionable intelligence.

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COMPETITIVE PROFILES

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FULL ANALYSIS
More products, tools and information

- Servers
- Server CAR
- Storage
- Service

QUICK COMPETE
Rapid comparisons for major products

- Servers
- Storage

[CP Quick Start Guide](#)

What's New - Competitive Profiles

- [30-Mar-09 - Premium Price Alerts](#)
- [30-Mar-09 - Product Watch for CPService](#)
- [30-Mar-09 - Custom Configurations in Competitive Landscape](#)
- [30-Mar-09 - Configurations in CPSystems - Improvements](#)
- [30-Mar-09 - Global Pricer Upgrade](#)
- [30-Mar-09 - Reseller and Government Sources for Enhanced Street Pricing](#)
- [16-Mar-09 - New Customisable Email Price Alerts Functionality added to Competitive Profiles](#)

What's New - Server CAR


- [8-Oct-08 - IDEAS' Server Consolidation and Carbon Calculator tools go live](#)
- [8-Oct-08 - IDEAS' Carbon Calculator quantifies server IT carbon emissions](#)
- [8-Oct-08 - IDEAS introduces a Green Gateway on the public web site](#)
- [8-Sep-08 - Enhanced Blade selections in Server CAR](#)
- [8-Sep-08 - Improved Help for New Users](#)

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Fig 2 – The Product Profile: Possibly the most important page in a Competitive Profiles module, the Product Profile highlights key information at a glance, with a menu providing access to additional information and analysis tools.

EMC - CLARiiON CX300



Typical Competing Products

- [Dell | EMC - CX300 Disk Array](#)
- [HDS - TagmaStore AMS200](#)
- [HP - StorageWorks Enterprise Virtual Array EVA4000](#)
- [IBM - System Storage DS4300 Turbo \(UNIX\)](#)
- [NetApp - FAS270/270c System](#)
- [Sun - StorageTek 6000 Series Model 6130](#)

Summary Specifications

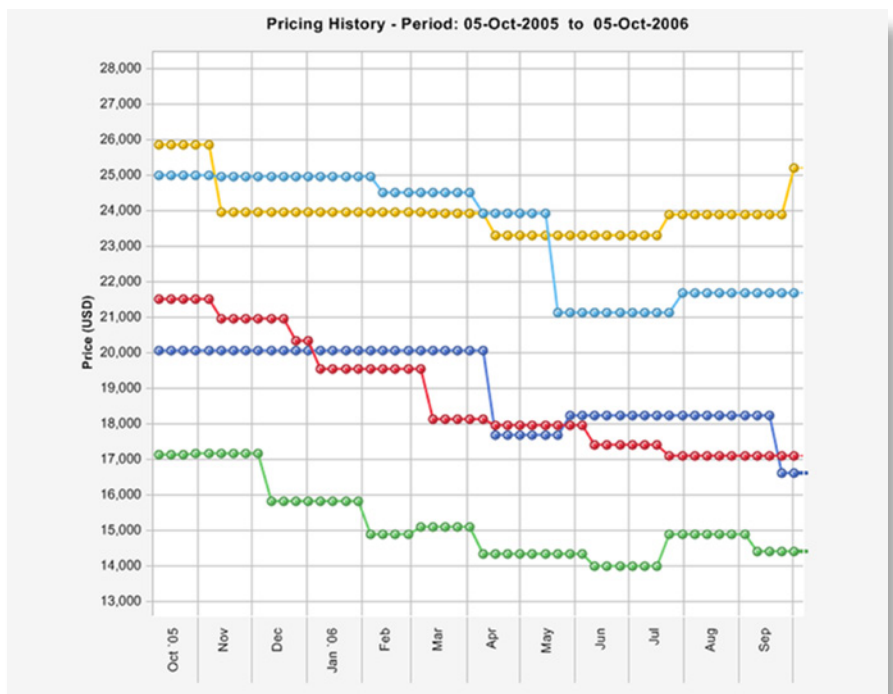
Manufacturer	EMC
Product Type	Storage Array
Form Factor	Rack

The EMC CLARiiON CX300 system was announced in February 2004 as a replacement for the CX200. The CX300 is an entry level product comprising of a disk processor enclosure (DPE) and optionally one or more disk array enclosures (DAEs). The storage processor unit (4U), houses dual storage processors and up to 15 drives. The DAEs (3U) can accommodate up to 15 drives each, a total of three DAEs can be connected to one controller thus allowing the CX300 subsystem to scale to a maximum of 60 drives. EMC have stated that the CX300 offers up to

Fig 3 – Comparisons: A fundamental feature of Competitive Profiles is the ability to create side-by-side comparisons. Options are provided to automate the creation of comparisons, to create comparisons through user-defined selections, or to simply add products to an existing comparison.

HP - ProLiant DL585	Dell - PowerEdge 6850	HP - ProLiant DL580 G3	IBM - System x3755
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HP	Dell	HP	IBM
Entry-Level Server	Entry-Level Server	Entry-Level Server	Entry-Level Server
Rack	Rack	Rack	Rack
LINUX, Windows	LINUX, Windows	LINUX, Windows	LINUX, Windows
14-Apr-04	23-Mar-05	30-Mar-05	02-Aug-06
14-Apr-04	29-Mar-05	30-Mar-05	15-Aug-06
x86	x86	x86	x86
Solaris x86, Red Hat Linux, SUSE Linux, Windows	Red Hat Linux, SUSE Linux, Windows	Solaris x86, Red Hat Linux, SUSE Linux, NetWare, Windows	Red Hat Linux, SUSE Linux, Windows
Opteron	Xeon	Xeon	Opteron

Fig 4 – Competitive Landscape Analysis: The Competitive Landscape is a key analysis tool available in both CPSystems and CPStorage that enables you to a) identify typical competing products for a specific target product; and b) perform competitive analysis based on configuration-level pricing and product capability. The figure to the right represents a Competitive Landscape Price History analysis.



Competitive Profiles has in excess of 40,000 registered users and is the industry's premier reference source of its kind.

Continuous Development

IDEAS continually develops CP to meet the emerging needs of our customers and to reflect the evolving market landscape.

The five pillars of the IDEAS product development strategy are:

- » Visibility – Ensuring important content and tools are obvious, maximizing investment.
- » Personalization and Customization – Optimizing for individuals' needs.
- » Enhanced Software Coverage – Expanding software content and competitive differentiation points.
- » Market Drivers – Continual content coverage for major industry and product events.
- » Turning Data into Answers – Data is still important, but so is increasing the speed to decisions.

CP enhancements occur at three levels:

- » Quarterly Enhancement Program – Typically customer-requested; minor improvements.
- » Major Enhancements to Existing Products – Significant new content or functionality.
- » Major New Products Extensions – New complementary modules or new product types.

About Ideas International

Ideas International (IDEAS) is the leading global supplier of comparative intelligence on enterprise IT infrastructure. Servicing both IT vendors and large-scale IT users, IDEAS products focus on: servers; storage; virtualization and consolidation; and software and infrastructure services. IDEAS online

products are backed up by expert industry analysts who can also deliver specialized advisory and consulting services.

For more information about Ideas International, please visit:

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