

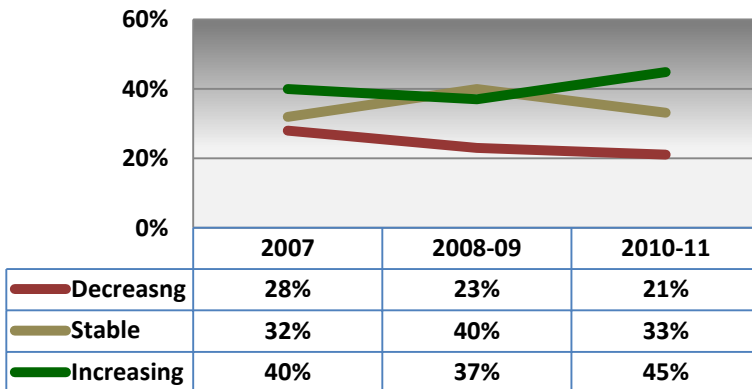
Unix Usage Trend Is Up, but Brand Diversity Endures

The market for Unix servers is alive and well, according to the 300 or so enterprise customers who participated in our **2010-11 Unix Vendor Preference Survey**. This is our 5th annual comprehensive look at the Unix landscape. (See our methodology & demographics [here](#).)

In the survey, we examine how real-world customers are dealing with IT challenges like facility constraints; how they're responding to trends like virtualization and cloud computing; and how they view the major Unix vendors. We also look at how they regard the platform, why they buy, what they buy, and what they're planning for these systems.

We'll be releasing a number of reports outlining the major results in the coming weeks. The press releases and accompanying documents, along with methodology and demographics, will be available on our website. In this report we're looking at future Unix platform usage and standardization trends.

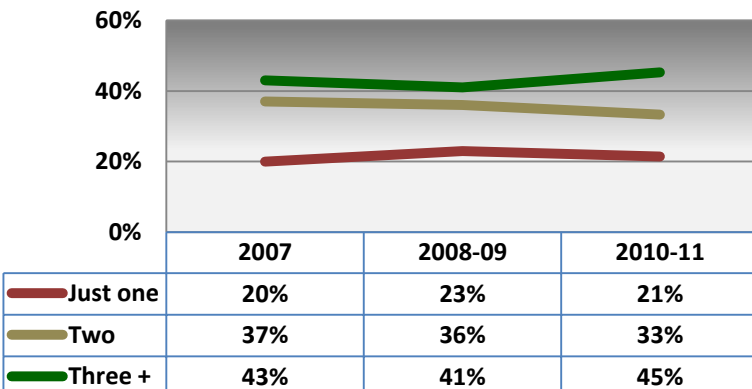
Overall Unix Usage



The Unix market, from a usage perspective, has been quite stable over the past several years – or at least since we started measuring it five years ago. While overall segment spending has dropped, the amount of capacity shipped is undeniably higher than the amount decommissioned.

Almost half of our survey respondents will be using more Unix in the near future, and an additional third expect their usage to stay the same. The remaining 21% are reducing their reliance on the platform.

Number of Unix Brands in Use



We've seen little movement toward standardization since we began this survey five years ago. As the market winnowed down to three major vendors (HP, IBM, Sun/Oracle) and server consolidation reduced the number of physical systems, each vendor vied to consolidate out the others.

However, as can be seen from the chart, their efforts were mostly unsuccessful; only 20% of the respondent base has settled on a single brand.

So while Unix looks to be healthy for the foreseeable future, vendors won't be happy to see that customers are still stubbornly refusing to standardize on a single Unix flavor. Vendors, being vendors, have trouble understanding this. But customers generally have good reasons behind these decisions, ranging from technical and skill considerations to the belief that they don't want to rely on a single vendor for systems hosting important workloads.

On the positive side – from the vendor perspective – customers do see a lot of differentiation between brands on many technical and customer support criteria. In the Vendor Face-Off sections of our survey, we ask customers to rate and rank the major commercial Unix vendors on a wide variety of factors.

If you're interested in finding out more about this survey (demographics, expanded results, detailed GCG analysis), click [here](#).



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