

The VendorRate Report Q2 2008

Quarterly report of customer satisfaction ratings from VendorRate.com

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Know The Score. 
VendorRate



Quarterly customer satisfaction ratings report

Welcome to the inaugural issue of The VendorRate Report. Each quarter, we will present a summary of customer satisfaction ratings submitted on vendorrates.com.

The VendorRate Report features vendors who provide Exceptional service with scores of 80 or higher. We will also highlight top vendors across VendorRate's 10 performance measurements. Vendors with Average customer satisfaction scores, and those without a statistically significant number of ratings for a given quarter, will be omitted from the report.

VendorRate focuses on business to business (B2B) vendors in the technology sector. Visitors to vendorrates.com can view customer satisfaction scorecards for more than 11,000 IT and telecom vendors.

Vendors rated Exceptional

The vendors listed below received the highest customer satisfaction ratings for Q2, 2008. Please refer to individual vendor scorecards at vendorrates.com for more details

Vendor	Score
ChemSW	95.0
CDW	86.3
VMware	84.3
Seagate-Small & Medium Business	83.3
Hewlett-Packard Server	82.3
Microsoft Server/Infrastructure	82.2
Apple	81.1
Dell Server	80.5

Vendors rated Poor

The vendors listed below received the lowest customer satisfaction ratings for Q2 2008. Please refer to individual vendor scorecards at vendorrates.com for more details.

Vendor	Score
Fry's Electronics	45
Sprint/Nextel	50
EMC	52
Qwest Communications	57
Symantec Enterprise Backup & Storage	58
Microsoft Operating Systems	60

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The green, blue and red color key used on vendorrates.com scorecards is reflected in The VendorRate Report.



Click on a vendor name to see its scorecard on vendorrates.com.



The VendorRate Report Q2 '08

Top ratings for each VendorRate performance category

No. 1 ChemSW Score=95

[ChemSW](#) (chemsw.com), a developer of chemical inventory management software for laboratory use, topped the Q2 2008 customer satisfaction ratings, sweeping all 10 VendorRate categories. An industry leader with thousands of customers across 40 countries, [ChemSW](#) is driven by customer satisfaction and actively solicits feedback from all levels of its customer base. Congratulations to [ChemSW](#) for its impressive collection of top ratings on VendorRate.

Other overall Top Rating standouts for the quarter included [Apple](#), [CDW](#) and [VMware](#), with four top rating scores each.

Best scores for each VendorRate measurement

Recommend — *We are likely to recommend this vendor to another business*
[Apple](#), [ChemSW](#), [VMware](#)

Integrity — *Vendor did what they promised through the entire process*
[CDW](#), [ChemSW](#), [Hewlett-Packard Printers](#)

Communication — *Vendor worked well with us before and after purchase*
[CDW](#), [ChemSW](#), [Microsoft Server/Infrastructure](#)

Timeliness — *We received our products/services in the time frames promised*
[Apple](#), [ChemSW](#), [HP Desktop/Notebook](#)

Usability — *We were able to easily install and use what we purchased*
[Apple](#), [ChemSW](#), [Seagate-Small & Medium Business](#)

Reliability — *The products/services performed consistently*
[CDW](#), [ChemSW](#), [VMware](#)

Customer Service — *Vendor worked quickly to resolve questions and issues*
[ChemSW](#), [Hewlett-Packard Printers](#), [Seagate-Small & Medium Business](#)

Budget — *Products/services remained within vendor's quote*
[Apple](#), [CDW](#), [ChemSW](#)

Expertise — *The vendor's staff had top professional knowledge in their field*
[ChemSW](#), [Seagate-Small & Medium Business](#), [VMware](#)

Effectiveness — *Using this vendor solved our business problem*
[ChemSW](#), [Microsoft Server/Infrastructure](#), [VMware](#)

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Top hardware vendor ratings

Seagate's small and medium business units scored at the top of four hardware industries for ratings received during Q2 2008. HP's server group rated highest in three hardware industries.

VendorRate reporting tools permit vendor comparison by industry as well as customizable vendor "short lists" for easy reference and benchmarking. Users can parse industry data by nine parameters including rating company size, geography, role of rater and others. Please see VendorRate's "Compare Vendor" section on vendorrates.com.

Hardware vendors rated Exceptional by industry

The vendors listed below received the highest ratings for each industry in the Computer Software sector. Please see our Compare Vendors reporting feature on vendorrates.com to view company ratings by industry.

Industry	Vendor
Computer Peripherals	Seagate-Small & Medium Business
Mass Storage Systems	Seagate-Small & Medium Business
Personal Computers	Apple
Personal Storage Drives & Media	Seagate-Small & Medium Business
Servers & Mainframes	Hewlett-Packard Server
Specialized Computer Systems	Hewlett-Packard Server
Workstations & Thin Clients	Hewlett-Packard Server

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Top software vendor ratings

Microsoft Server/Infrastructure group scored at the top of six software industries for ratings received during Q2 2008. ChemSW rated highest in four software industries.

VendorRate provides reporting tools that permit vendor comparison by industry as well as customizable vendor “short lists” for easy reference and benchmarking. Users can parse industry data by nine parameters including rating company size, geography, role of rater and others. Please see VendorRate’s “Compare Vendor” section at vendorrates.com.

Software vendors rated Exceptional by industry

Industry	Vendor
Chemical Industry Software	ChemSW
Collaborative Software	Microsoft Server/Infrastructure
Content & Document Management Software	Microsoft Server/Infrastructure
Database & File Management Software	Microsoft Server/Infrastructure
Development Tools, Operating Software & Utilities Software	Microsoft Server/Infrastructure
Engineering, Scientific & CAD/CAM Software	ChemSW
Enterprise Application Integration Software	Microsoft Server/Infrastructure
Financial Services, Legal & Government Software	ChemSW
Manufacturing, Warehousing & Industrial Software	ChemSW
Security Software	Microsoft Server/Infrastructure
Storage & Systems Management Software	VMware
Virtualization	VMware



Top and bottom tech industries for customer satisfaction

Helped by the stellar ratings of the top ranked vendor for Q2 2008 ([ChemSW](#)), engineering and scientific software vendors received the highest customer satisfaction scores. A study of rating data reveals that hardware and equipment industries tend to receive significantly higher ratings than software and service sectors.

Wireless Network Operators were rated as the lowest industry in overall customer satisfaction. Four of the bottom 10 industries were telecom related, and two of the bottom 10 were related to financial and asset management software.

Top 10 industries for customer satisfaction

The top 10 industries for customer satisfaction are listed below.

- 1 Engineering, Scientific, and CAD/CAM Software
- 2 Financial Services, Legal & Government Software
- 3 Servers & Mainframes
- 4 Personal Storage Drives & Media
- 5 Mass Storage Systems
- 6 Computer Products Distribution & Support
- 7 Printing & Imaging Equipment
- 8 Computer Networking Equipment
- 9 Security Network & Encryption Devices
- 10 Personal Computers

Bottom 10 industries for customer satisfaction

The bottom 10 industries for customer satisfaction are listed below.

- 1 Wireless Network Operators
- 2 Wireless Telecommunication Resellers
- 3 Data Network Operators
- 4 Asset Management Software
- 5 Wireless Communication Services
- 6 Data Services
- 7 Internet & Online Service Providers
- 8 Managed Network Services
- 9 Messaging, Conferencing, and Communications Software
- 10 Accounting and Finance Software

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Small and Enterprise business summary

Small business users rated the level of customer satisfaction from [CDW](#) at the top of their list, while giving [Fry's Electronics](#) Poor scores. Small businesses are defined as companies having fewer than 100 employees.

Enterprise business users rated [HP Server](#) group their customer satisfaction leader. [EMC](#) and [Symantec's Enterprise Backup & Storage](#) division received Poor scores.

Look for customer satisfaction summaries by medium and large organizations (250-2500 employees) in the Q3 2008 release of The VendorRate Report.

Small business rates these vendors Exceptional

[CDW](#)

[Apple](#)

[Seagate-Small & Medium Business](#)

[Hewlett-Packard Printers](#)

Small business rates these vendors Poor

[Fry's Electronics](#)

[Microsoft Operating Systems](#)

[Verizon Wireless](#)

Enterprise business rates these vendors Exceptional

[Hewlett-Packard Server](#)

[VMware](#)

[Microsoft Server/Infrastructure](#)

[Dell Server](#)

Enterprise business rates these vendors Poor

[EMC](#)

[Quest Software](#)

[Symantec Enterprise Backup & Storage](#)



“Best job” Scoring

Customers rate vendors as doing a better job when it comes to a vendor’s technical competence, ensuring products perform consistently, and for solving the problem it was designed to address.

Ratings reveal that vendors need to improve in three categories: communication, resolving problems, and meeting time commitments.

Raves and Rants

Results of the Q2 data reveal that IT professionals will compliment vendors when provided with quality products that solve their business problems. The data also shows that customers are quick to complain about cost overruns and poor communication behavior.

Areas in which vendors do the best job

1 Expertise

2 Reliability

3 Effectiveness

Areas in which vendors do the worst job

1 Communication

2 Customer Service

3 Timeliness

Scoring categories receiving the most Exceptional scores (>9)

1 Reliability

2 Effectiveness

Scoring categories receiving the most Poor scores (<5)

1 Budget

2 Communication

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Message to Vendors

Our data suggests there is room for improvement in meeting stated pricing, time commitments, and improving communication. Customers need and want your products and services. They will freely compliment your organization when you live up to your promises.



How VendorRate puts IT Customer Satisfaction scores online

VendorRate is a powerful web-based vendor comparison tool that lets IT professionals rate customer satisfaction using ten key performance indicators (KPIs). A rater's identity is fully confidential, rating totals are aggregated, and a vendor's total score and individual KPI scores are always available online. The 10 key areas that are rated are Integrity, Communication, Timeliness, Usability, Reliability, Customer Service, Budget, Expertise, overall Effectiveness, and the rater's likelihood of recommending the vendor.



Rating a vendor takes about two minutes and can include user comments to help other companies with real world advice.

Compare IT vendors any way you'd like

VendorRate users can compare vendors by industry classification, or from a customizable Vendor Compare List. Each comparison grid is accompanied by parameters that give the user 1.4 million personalized views of a vendor's rating, including the size of the rater's company (small, medium, or large business), prior vendor experience (new vs. repeat customer), the business duties of the person providing the rating, project status (full production, partial use, cancelled); and the geographical region(s) where the product or service was delivered. The comparison feature is currently free, but will be available for a nominal annual subscription fee of \$149 late in 2008.

Once comparison parameters have been selected, the dynamic grid lets users sort and display vendors by overall score or any of VendorRate's ten KPIs.

Compare Vendors by Industry

Default Industries: Select from No. Lists:

Industries: Sorted: List | Red's Compare List

Rating: Company Size (Day Rate) | Prior Experience with Vendor (Day Rate) | Member Rating Score (Day Rate) |

Rating Time Period: (Day Timeframe) | Company Region (Market Region) | Vendor Status (Full Size) |

Segment: Small | Mid-sized | Large |

Name	# of Ratings	Overall Score	Recommend	Integrity	Communication	Timeliness	Usability	Reliability	Customer Service	Budget	Expertise	Effectiveness
Web Service	18	8.6	9.7	8.7	8.3	7.7	8.6	9.3	7.8	8.3	8.6	8.7
Managed Network	17	8.3	8.7	8.2	7.8	8.2	8.6	8.8	8.9	8.2	9.7	8.4
Full-Service Helpdesk	16	7.9	8.8	8.2	7.8	7.9	8.3	7.9	7.9	8.6	7.7	8.2
Managed Network	15	7.8	7.8	8.0	4.8	8.8	7.8	8.8	7.8	6.8	7.8	7.8
Managed Network	7	7.1	7.6	7.8	7.8	6.7	7.4	7.7	8.4	7.8	7.6	7.4
Managed Network	6	8.5	8.8	7.8	7.3	7.3	8.8	9.7	8.7	4.8	6.8	8.5
Managed Network	2	8.5	8.8	7.8	8.3	7.8	8.8	8.8	7.8	8.3	7.8	8.8

The VendorRate Compare List gives users up to 1.4 million personalized side-by-side views of vendor ratings in any category or combination of categories they'd like.

Customer voices are heard on VendorRate

VendorRate provides the following services:

- Identifies exceptional vendors
- Helps reduce risk prior to making a purchase
- Provides valuable vendor comparison data
- Gives marketers quantifiable user satisfaction data
- Creates an important new due diligence tool to supplement industry analysts.



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Step 1: Rate Vendor

After a score for the 10 criteria (Please see the criteria table for further details)

Scoring Criteria (1-10)	Poor (1-3)	Average (4-7)	Exceptional (8-10)
Recommend	●	●	●
Integrity	●	●	●
Communication	●	●	●
Timeliness	●	●	●
Usability	●	●	●
Reliability	●	●	●
Customer Service	●	●	●
Budget	●	●	●
Expertise	●	●	●
Effectiveness	●	●	●

Products, Brands, or Services Used (required):

What Worked Best? (optional):

What Did Not Work? (optional):

Words of Wisdom? (optional):

Step 2: Rate Vendor

One Time or Repeat Customer:

My role when working with the vendor was (select all that apply):

- Research
- Recommend
- Approve
- Purchase
- Install/Implement
- Manage Team
- Vendor Management
- Systems Administrator
- Other

The status of the project is:

The project was delivered in the region:

The project occurred in the timeframe:

My preferred confidentiality level is: Anonymous

Important: When you finish rating, be sure to complete our simple registration page, so that your rating can be included on VendorRate.com.

I certify that I have done business with Microsoft Applications in the timeframe selected above.

VendorRate Scorecards identify Exceptional from Average vendors. Users can rate vendors themselves, see how vendors rate with their customers, or compare vendor ratings.

VendorRate users confidentially complete a simple rating form to rank vendors in 10 categories. Optional comment fields are available to record important suggestions and user experiences.



The VendorRate charter

- Transparency must protect identity – VendorRate balances the need for truthful and open information with the risks associated with disclosing the identity of the Enterprise rater. Raters are validated by their business email address, but the rater’s identity and organization are never disclosed.
- Sources must be trustworthy — VendorRate is vendor neutral. To ensure an independent relationship with all IT vendors, VendorRate accepts no corporate advertising, and we partner only with independent trade associations and user groups. All rating scores are posted regardless of the potential for a positive or negative impact on a vendor.
- Rating Information must be standard and quantifiable — VendorRate numerical scores provide vendor comparison and industry “best of class” rankings. VendorRate’s Key Performance Indicator (KPI) measurements help the Enterprise customer leverage contract negotiations by providing hard data about vendor strengths and weaknesses as evaluated by existing customers.
- Make online summary information free; charge for more advanced use — VendorRate permits businesses of all sizes to rate vendors and view scores. The annual subscription service is affordable, yet provides comprehensive data analytics for those organizations who require more detail for their due diligence efforts.



VendorRate gives a voice to IT professionals, user groups and associations by providing reliable user-generated measurements to reduce risk and enhance marketing, sales, purchasing and operations programs.

Web 2.0

A wave of new Internet technologies is transforming the methods Enterprise companies use to do business with other businesses. While the media hoopla continues to focus on unique ways people communicate with friends, share music, and track areas of interest, business is now quietly adopting Web 2.0 strategies that reduce risk when considering IT purchases.

Web 2.0 Adapted for Business Use

According to Wikipedia, “Web 2.0 is a term describing the trend in the use of World Wide Web technology and web design that aims to enhance creativity, information sharing, and, most notably, collaboration among users.” Although there are many parallels in “new Internet” use between the consumer and corporate worlds, Web 2.0 for business must play by a slightly different set of rules that takes into account the risks and responsibilities found in the Enterprise while continuing to provide open, accurate and reliable information.

Power shifts from vendors to users

Some of the most transformative aspects of Web 2.0 for business are new decision making tools now available to the IT community. Business users sharing hands-on experience can be found in blogs, discussion groups, and forums. Feedback from peers and colleagues provides trusted information about vendors, products, and services. When reliable, these resources help the Enterprise significantly reduce risk prior to making technology and/or financial commitments.

VendorRate adapts the Web 2.0 philosophies of collaboration and transparency with special rules required for use by the Enterprise.

Come the revolution

The “collective voice of the customer” is also a powerful information supplement to reviews provided by analysts and media. New data resources like VendorRate diminish the selective information or deliberate spin often delivered by corporate marketing departments. (When is the last time a vendor published case study or white paper that demonstrated it was not the best in class?)

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Your single rating — a \$5 coffee card. Thousands of ratings combined — priceless.

Your ratings are VendorRate

VendorRate reports on ratings from technology professionals like you, but we don't create the ratings. Your contributions comprise a powerful collective voice in the IT world.

We know your time is valuable, so each first time rater will receive a \$5 coffee card as our way of thanking you for your help.



Top 10 types of vendors being rated on VendorRate

What can you say about your suppliers of:

- Desktop/laptop computers
- Servers
- Operating systems
- Telecom hardware/software
- Cell phone and wireless
- Database hardware/software
- Storage and backup
- Security and anti-spam
- Networking products
- Business or specialty software

Invite your colleagues, user groups and trade associations to add their voices on vendorrates.com today.

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