

Blade Servers / John Doe

April - 2008

Knowledge of Capabilities / Confidence in Execution

Qualitative Assessment

Vision/Strategy: Qualitative commentary regarding (*Company*)'s vision and strategy, with particular emphasis on whether strategy is compelling, aligned with industry trends, and differentiated from competitors

Products/Solutions: Qualitative commentary regarding specific products and solutions, with particular emphasis on strengths and weaknesses, and differentiation

Impl/Support: Qualitative commentary regarding the completeness of the implementation ecosystem and (*Company*)'s overall ability to provide implementation and longer-term support around its blade server offerings

Go-to-Market: Qualitative commentary regarding (*Company*)'s value proposition, messaging, and integration with direct and channel sales organizations

Position/Differentiation: Qualitative commentary regarding (*Company*)'s position vis-à-vis key competitors, with specific focus on comparative strengths and weaknesses

Confidence: Qualitative commentary regarding analysts' level of confidence in (*Company*)'s ability to execute against the stated strategy and product roadmaps, with specific highlight of any areas of concern regarding execution capabilities

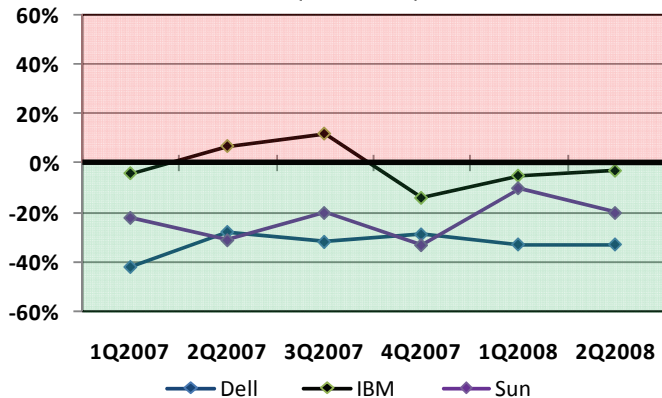
Knowledge Assessment Blade Servers / John Doe April 2008

Vision & Strategy									
Products & Solutions									
Implementation & Support									
Go-To-Market									
Positioning & Differentiation									
Competitive Position									
Confidence in Ability to Execute									

Market Impact

Qualitative commentary regarding (*Company*)'s Share-of-Voice and Net Market Impact from this analyst related to the blade server market, with particular emphasis on (*Company*) and competitive product announcements, major initiatives, and/or major summits/conferences.

**Share-of-Voice
Blade Servers / John Doe
1Q2007 - 2Q2008**



**Net Market Impact
Blade Servers / John Doe
1Q2007 - 2Q2008**

