

IMDEX
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Your advisors to profitable technology markets

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Your advisors to profitable technology markets

IMEX is a leading high technology market research and consulting company helping its clients with the strategic vision and marketing insights into the competitive dynamics of the computing, networking and the exploding internet marketplace. It assists its clients through crystallizing emerging opportunities, providing incisive analysis of profitable market segments, impact from emerging technologies, competitive strategies of players and articulating actionable decisions towards optimal product mix and market positioning to achieve leading market share in selected segments.



The Value of IMEX - Your business partner

• **Your business partner**

IMEX becomes your extended business partner in that it provides Information Technology vendors, system integrators, end-users and investors worldwide, with emerging opportunities in computing, networking and Internet infrastructure technologies and markets. IMEX specializes in High Availability in Networking, Computing & Telecom, Clustered Servers, SAN/NAS network Storage, End-to-End Internet Traffic Management (Caching, Load Balancing, Internet Content Delivery), Appliance Servers, Broadband/Optical Networking, Data/Telecom Convergence, and Enterprise intranets and e-commerce extranets/ VPNs technologies.

• **Strategic Thrust**

This includes identifying profitable market segments, sizing total available market, evaluating competition, defining product positioning and formulating product road maps, identifying necessary capital investments, establishing industry affiliations and optimum distribution channel to achieve targeted market shares and profitability.

• **Unique Competitive Insight**

IMEX's approach to consulting is unique in that its consultants act as your virtual outsourced senior marketing managers benefiting you with access to private insights of the pulls and pushes in the industry by the dominant players - be it in the standards committees, new product directions, technology affiliations or pricing and distribution areas.

• **Seasoned Industry Analysts**

IMEX seasoned industry analysts and consultants leverage a broad range of high level industry contacts having held senior positions in the industry. They provide you on a continuous basis an incisive look at the dynamics of the industry - emerging technologies, evolution of new market niches and players, strategic moves and directions of your competition, hot new products being launched, the industry alliances being formed, standards being proposed and even provide you with fore-warnings of any major events that might seriously affect your business.

• **Validation of your business**

Using their broad business skills, marketing acumen as well as industry contacts, IMEX analysts provide you with credible market demand forecast, market shares worldwide segmented by product lines and competitive positioning of players to validate your strategic moves and tactics in implementing your product and marketing plans.

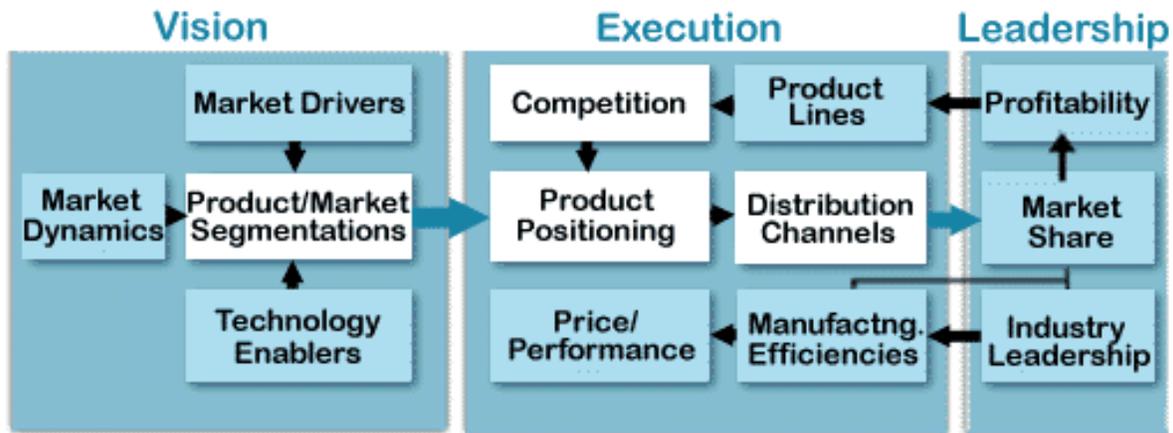
• **Enterprises, Service Providers, Wall Street Investment Companies**

IMEX's clients base runs the IT gamut from start-up dot.coms, small and medium companies and enterprise vendors to System Integrators, ISPs, SSPs, ASPs as well as Wall Street Investment Banking and Private Equity Capital companies.

Following is a partial list of IMEX Research.com client, which runs from start-up dot.coms, small/medium companies and large enterprises to System Integrators, IT Consultancies, ISPs, SSPs, ASPs as well as Wall Street Investment Banking and Private Equity Capital companies:



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Goldmines or Landmines

Which of the emerging markets - Electronic Commerce, High Availability Clustered Servers, FC/Storage Area Networks, Appliance Servers, Convergence of IP Data/ Telecom, Virtual Private Networks, Internet Traffic Infrastructure, MP3 Streaming Media/3D Graphics, Video On Demand, Data Marts and Warehousing, White box PC Channels of Distribution, etc. - constitute goldmines that are synergistic to your business and which would be possible landmines and cash sinkers.

IMEX Advantage

IMEX Consultancy advantage is based on 25 years of insights into Computer Systems, Network Storage, Networking and Internet Infrastructure markets and technologies achieved through hands on experience of its senior analysts in acquired in Fortune 50 as well as start up companies. They have the expertise in the state-of-the-art technologies and markets involved in the explosion of the Internet development and the Direct and Indirect (OEM, VARS, SI, Internet) distribution channels necessary for delivery of products and market share capture.

Technical Expertise

Computer Systems

High Availability Clustered Servers for High I/O Transactions Processing for e-commerce, 3-Tier architectures for Web, Application & Database Servers using UNIX, NT, Linux and legacy MVS systems, Visual DB and Data Warehousing for Decision Support and Data Streaming for high bandwidth applications like Imaging, MP3 VOD.

Networking

Data/Telecom Convergence, Intelligent Content based Switching, xDSL/Cable Modem Access, ATM/IP backbones, Data Management using Systems, Network and Storage Management Software and industry standard protocols SNMP/DMTF etc.

Internet

End-to-end internet Traffic Management Technologies for Web access acceleration, Edge Access and optical networking technologies for the internet backbone, Caching, Load Balancing, Internet Content Delivery Infrastructures, e-commerce markets and technologies, ISP requirements, ASP/Web Hosting/Outsourcing

Storage & Peripheral Products

Storage Networks - NAS & Fibre Channel SANs, Storage over IP, Outsourcing Storage/SSPs, RAID Subsystems, Tape Backup Libraries, Streaming Multimedia and Video Servers.

Analysts and Consultants:



Skip Wangbickler

Skip has held a variety of executive level marketing and sales positions for the last 15 years in data networking, telecommunications and network storage servers industries. As Senior VP at Nortel/Bay Networks...



Andrew Prophet

Mr. Prophet is an advisory analyst at IMEX. After a distinguished career spanning 35 years in the computer industry as a Senior Analyst at Dataquest, he founded APR a market research firm...



Anil Vasudeva

Founder and Chief Analyst of IMEX Research Anil has over 28 years of senior management experience in Computing and Networking industry from Fortune 50 to startup companies. As VP of Marketing & Business Development ...

Fred Moore

Fred Moore has over 25 years of experience in the storage industry beginning as Storage Technology's first Systems Engineer and rising to corporate vice president of strategic marketing and planning...



Richard R. Lee

Richard Lee is an Advisory Analyst with IMEX specializing in SANs and clustering technologies. He is also the founder and president of Data ...

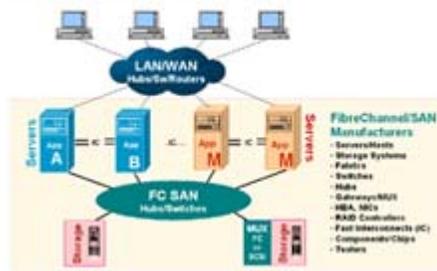


Marc Farley

For more than ten years, author and consultant Marc Farley has specialized in storage networking technology including SAN, NAS, RAID, Fibre Channel, caching. ...



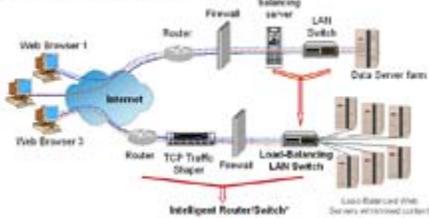
LAN/Cluster/SAN System



Clustering

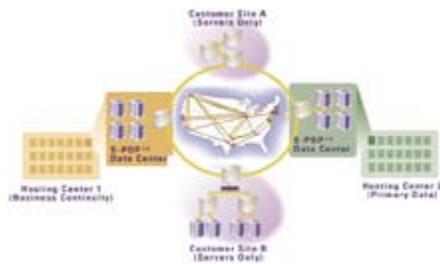
Clustering, the next Tsunami in computing technology portends to drastically change the Client/Server and browser/web server landscape. It would soon take center stage displacing existing uniprocessor, SMP and ccNUMA architectures in areas of cost, scalability and performance. Almost half of next generation servers would migrate to clustered servers with a market value of over \$43 billion by 2004...

Internet Traffic Management



Internet Traffic Management

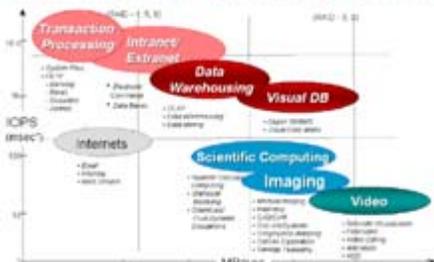
The explosive rise in 24x7 usage of the worldwide web in a myriad of applications from seeking information to business transactions is creative heavy demands on the end-to-end internet infrastructure to provide 99.999% uptime, page retrieval response time of less than 8 seconds and instantaneous scalability to respond to unpredictability in demand traffic. New technologies from caching, load-balancing, clustering, content-aware switched networking to high bandwidth streaming delivery of data, are all the genius of the internet. The total worldwide market for the Internet Traffic Infrastructure (hardware and software) is poised to reach \$110B by 2003...



Storage over IP incl. Telestorage & SSPs

The advent of SANs and its confluence with LANs, WANs and optical networking telecomm technologies is poised to transform the latent demand for Web Storage into reality and is ready for explosive growth. The much-anticipated convergence of storage and network traffic is moving closer to reality through a pair of competing standards initiatives from the biggest names in network infrastructure and a handful of start-ups. A total of four proposals touting storage over IP are currently being submitted to the Internet Engineering Task Force for consideration as standards...

Network Storage Market Segmentation by Application



NAS – Network Attached Storage

Dedicated Network-Attached Storage (NAS) is the preferred implementation for any organization currently using or planning on deploying general-purpose file servers. Users report that better performance, significantly lower operational costs, and improved client/user satisfaction typically result from installing and using specialized NAS platforms. A number of factors are fueling the explosion in demand for storage including the meteoric rise in the Internet, eCommerce and Streaming applications using Multimedia Content, Data Warehousing, Visual DB and the rapid decline in disk drive prices. Implementing architectures for heterogenous UNIX and NT systems are some of the challenges. NAS revenue is forecast to grow at a compound annual growth rate (CAGR) of 57% during 1999-2003 timeframe, with majority of growth coming from appliance storage servers...

Other Reports Available:

- Disk & Optical Drives – Pricing by Month (OEM & Disty) & Market/Technology Status
- Outsourcing/TeleStorage Service Providers
- Web Appliance Servers

Typical IMEX Report Outline

IMEX produces a variety of in-depth industry research reports which analyze the market opportunity from both technology and market perspectives. The reports typically run from 150 to 400 pages. The reports are broken into 4 major sections – Executive Overview, Market Dynamics and Demand, Technologies, Suppliers and Competitive Positions and Methodology. They provide answers to some of the key issues, such as: • What are the market drivers and dynamics of the marketplace? • What are the emerging technologies and how might they displace existing technologies? • How is the market being segmented? • What is the market size and growth of U.S.vs.Worldwide markets by market segment, by operating environments, by technology? • What are the bases of competition in each segment? • Who are the major suppliers and what are their differentiations in products and service offerings? • Who are the participants and how do the new markets relate to their existing businesses? • Who stands the most to win or lose by these emerging technologies? • What is the value proposition of each vendor and how are they positioned?

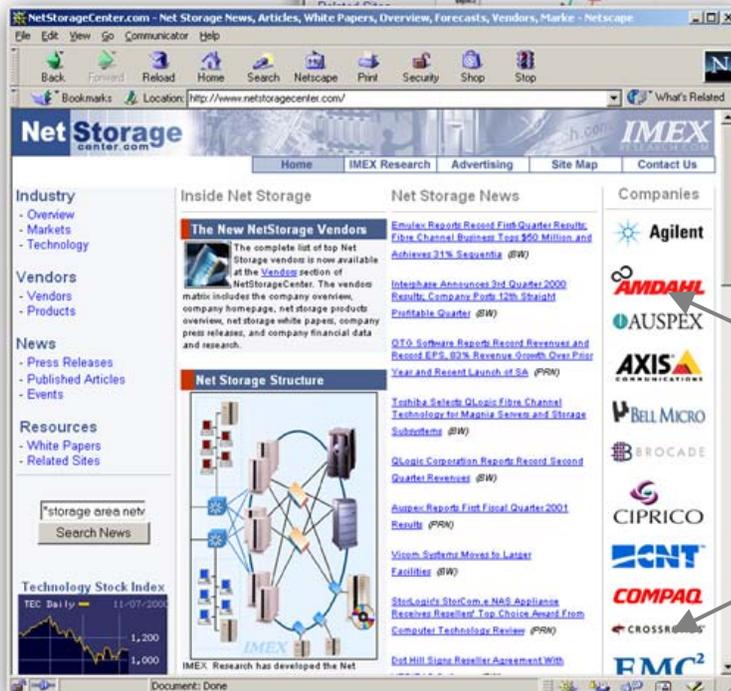
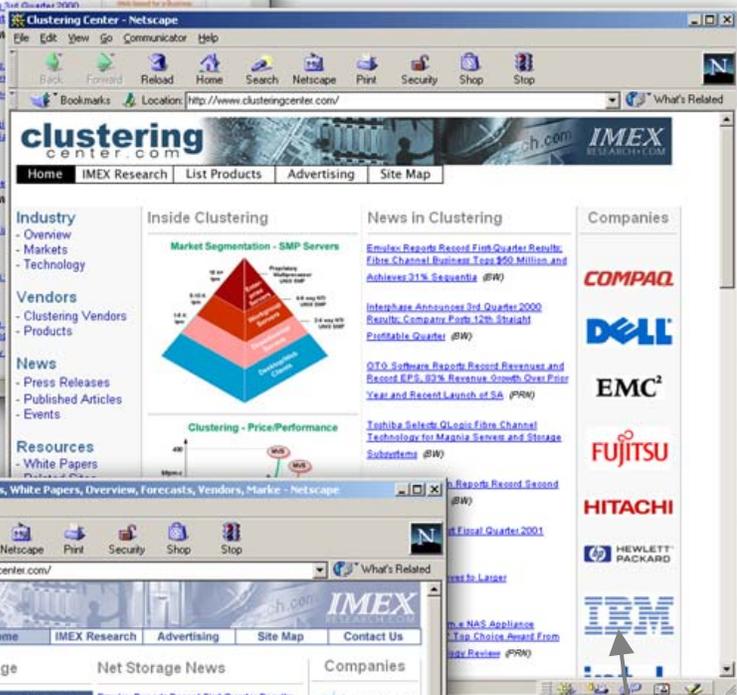
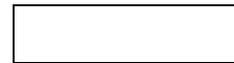
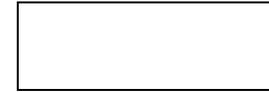
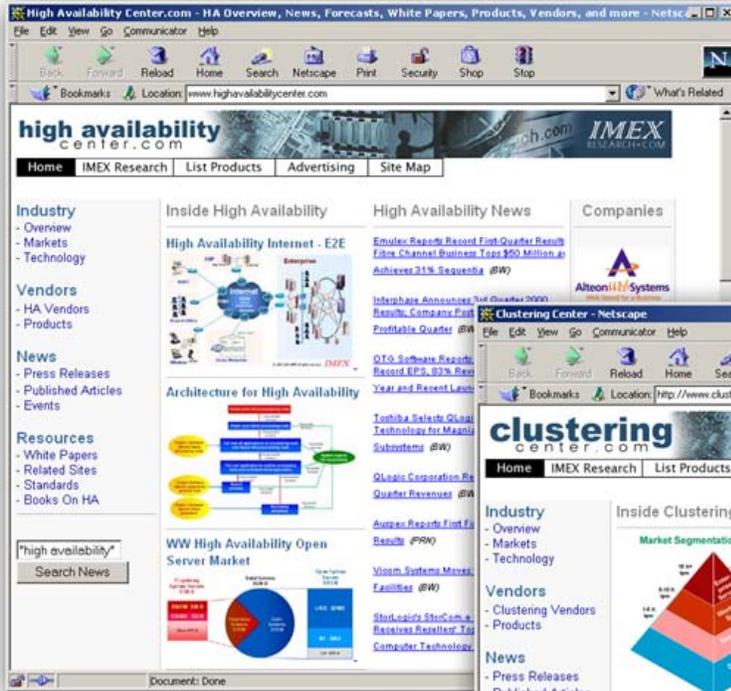
IMEX's industry research report typically covers the following chapters:

1	Executive Overview
2	Market Drivers & Industry Dynamics
3	Market Segments & Product Requirements
4	Market Forecast & Market Shares
5	Enabling Technology Trends & Standards
6	Competitive Products & Positioning
7	Major Suppliers & Supplier Strategies
8	Channels of Distribution
9	Research Methodology
10	Appendices & Resources

Visit three new Resource Centers from IMEX Research!

HighAvailabilityCenter.com, ClusteringCenter.com, NetStorageCenter.com

Get the latest white papers, news, magazine articles, Wall Street analysis, competitive analysis, vendor listings, product reviews, market forecast, web search results, and more from the online resource centers created and maintained by IMEX Research & Associates.



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