Survey Methodology

This Heavy Reading study was conducted in two stages. In the first stage, a list of product categories and vendors was developed using a report entitled "Who Makes What" on the Unstrung Website. The initial version of the report included a preliminary set of categories and descriptions with lists of vendors and invited readers to propose revisions to the categories and lists. The project was then publicized via email broadcasts to Unstrung readers. Based on suggestions and comments from readers, changes were made to the product categories and vendor lists.

In the second stage of the study, an online questionnaire was developed based on the product categories and vendor lists from the refined "Who Makes What" report. Potential survey respondents were then solicited via email to participate in the study. The survey was conducted from November 3, 2003 through November 14, 2003.

The questionnaire was constructed so that respondents answered market perception questions involving only those product categories with which they claimed to be familiar. The following seven categories were included in the final study:

- Wireless LAN switches
- Security and management appliances
- Corporate access points
- Secure roaming software
- Network sniffers
- Wireless LAN test equipment
- Wireless LAN components

Heavy Reading solicited participation from potential respondents via email invitations targeted specifically to enterprise user, service provider, value-added reseller, systems integrator, and consultant mailing lists. As an incentive, participants were enrolled in a contest to win a $1,000 gift certificate.

Survey participants rated vendors in each product category according to five criteria:

- Name recognition
- Price leadership
- Performance leadership
- Market leadership in product quality and reliability
- Market leadership in service and support

For each product category, all companies known by Heavy Reading to offer products in that market sector were listed for consideration by survey participants. In addition, participants were invited to submit "write-in" comments on other vendors they perceived as being in that specific market segment as well as on the key problems they perceive in each product category. Finally, all participants were invited to comment on their overall perceptions of the wireless LAN market.

Survey Respondents

More than 1,200 responses were received for the study. All responses coming from those who either were affiliated directly with vendors in the survey or who did not identify their company affiliation were eliminated from the survey database. Eliminating those responses and other invalid responses resulted in a final survey base of 777 participants.
The numbers of respondents who participated in the specific product category surveys are:

<table>
<thead>
<tr>
<th>PRODUCT CATEGORY</th>
<th>NUMBER OF RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wireless LAN Switches</td>
<td>337</td>
</tr>
<tr>
<td>Security and Management Appliances</td>
<td>298</td>
</tr>
<tr>
<td>Corporate Access Points</td>
<td>416</td>
</tr>
<tr>
<td>Secure Roaming Software</td>
<td>177</td>
</tr>
<tr>
<td>Network Sniffers</td>
<td>260</td>
</tr>
<tr>
<td>Wireless LAN Test Equipment</td>
<td>231</td>
</tr>
<tr>
<td>Wireless LAN Components</td>
<td>444</td>
</tr>
</tbody>
</table>

**Vendor Rankings**

Vendor rankings in the product categories were determined by a simple grading system in which the leading vendor in each survey category (recognition, price, performance, quality and reliability, and service and support) received a score of 1 for finishing first in the category, 2 for finishing second, etc. Scores for all five categories were then added, with the lowest score yielding the top-performing vendor in that category. In case of ties, all vendors with the same rating received the same score (i.e., if three vendors had the same sixth-best rating in a category, all three received a score of 6 for that category).

Overall cross-category vendor ratings were determined by averaging the scores received by the vendor in question in each of the five survey categories for all product categories in which that vendor participates. For example, for a vendor appearing in three product categories, recognition scores from the three categories were added, then divided by three to obtain an average rating.