

One Topic, Three Takes – Engaging and Targeted Editorial Content for Business Technology IPTV.

The ultimate in video branding – InformationWeekTV’s must-see video program: 3 Takes With Stephanie Stahl.

3 Takes – A look at one technology with three different viewpoints. Only from InformationWeek



3 Takes With Stephanie Stahl is a web-based video program from InformationWeek. Each program centers around one specific technology topic, featuring the independent viewpoints and thinking from three industry players. A high-end, newsmagazine-format program, **3 Takes With Stephanie Stahl** is the must-see IPTV for business technology executives.

Business technology executives tuning in will hear from various key industry players such as IT leaders from end-user companies, analysts, academia and InformationWeek editors on today’s important technology topics.

For Sponsors, **3 Takes With Stephanie Stahl** is the quintessential platform for in-stream video branding, extensive logo exposure and broad online visibility – all combined for strong impact and results.

Media Program

➤ A Three Month, High-Impact Media Program

➤ Video Branding

- Choice of three 30-second or 15-second video-ad commercials to be streamed during the broadcast of program. Each program is 5 to 7 minutes.
- Streams are exclusive – no other advertiser will have the opportunity to stream within your topic-specific 3 Takes video during your program period. “Sponsored by” mention by host Stephanie Stahl during each video stream
- Gross number of ad streams: 54,000

➤ “4th Take” – It’s your opportunity as a technology provider to chime in with your company’s viewpoint on the technology topic in a 2-3 minute video slot.

➤ 3 Takes Site Section of InformationWeek.com

- Exclusivity of the site section including leaderboard, IMU/skyscraper and bottom leaderboard ad positions. Guaranteed impressions: 198,000
- Sponsorship of dedicated announcement e-mail written by Stephanie Stahl, including two ad positions within e-mail. Delivered to 50,000 influential InformationWeek subscribers.

➤ Editorial Audio TechWebCast – sponsorship of one (1) editorial audio webcast with guaranteed leads: 300

➤ “Sponsored by” Branding On Your Selected Topic's 3 Takes Promotions

- Company logo on traffic driving ads and announcements, including print, online ads, e-newsletters, and e-mail campaigns.
- Guaranteed, branded promotional impressions: 1.3 Million



Topics

Beware the Bots

In this program, Business Technology professionals will learn how to manage and prevent malicious code that can turn their company's PCs and servers into remotely-controlled zombies that send spam, distribute adware, or worse – launch denial-of-service attacks or steal data. A new breed of destructive programs threatens to attack mobile devices, VoIP systems, and Web applications. Business Technology Executives tuning in will hear from various key industry players such as IT leaders from end-user companies, analysts, academia, and CMP editors on this important topic.

Business Intelligence/Analytics

Information management tools, including business intelligence and analytics software, are making it onto the “gotta have” list at more businesses, and projected spending on the software is on the rise at many companies, according to *InformationWeek Research*. Some companies are making these tools available to more employees, including line-of-business managers and knowledge workers to enable them to make better decisions. The software is even showing up on employees' mobile devices. Use of the tools within E-commerce, supply-chain management, and manufacturing operations is increasing, closing the gap IT, finance, and marketing department where such tools are most prevalent today. In this program, we'll look at the strategic benefits of BI.

Business Process Management

BPM is both a management philosophy and a software tool. As a philosophy, it calls for firms to document, analyze and measure activities not in terms of discrete functions, such as marketing, sales and customer service, but in terms of end-to-end processes that cross functional boundaries. As a software tool, BPM suites model end-to-end processes from a business perspective, then create automated implementations of the flow based on the model. Once the process is deployed, BPM components monitor performance based on the actual process data. The market is full of “pure-play” vendor, but the mega software players have also integrated BPM into their suites. Three Takes on PBM.

Collaborative Technologies

By now, practically everyone has read Thomas Friedman's book, “The World Is Flat.” Among the flatteners contributing to globalization are collaboration tools and services that allow individuals, companies, industries to work together to create value, regardless of where they are in the world. According to a new report from Frost & Sullivan, the Web-based collaboration services market will reach \$2.6 billion by 2010. The market includes collaborative tools such as Web conferencing, workspaces, wikis, podcasts, and more. Collaboration is being built into office/productivity applications and as part of Microsoft Vista. Open source vendors such as Zimbra offer collaborative capabilities in its email software. WebEx offers web conferencing instant messaging for business, Cisco has begun offering telepresence solutions, Google just bought JotSpot. CollabNet inked a global deal with Reuters. The list goes on and on as collaboration has become a key driver to productivity and globalization. In this program we'll look at three different views on collaborative technologies.

Data Center Consolidation/Automation

For many companies, consolidating data center resources is the first major step toward bringing costs under control. In an IDC survey of 100 senior IT execs, 60% view consolidation as an important step in improving operational efficiency, and 80% are engaged in a consolidation project. The goal is to free up dollars and personnel from maintenance and management tasks and create an infrastructure flexible enough to react to business changes and problems. The language of data-center management also has evolved. Companies use Six Sigma or similar business process improvement programs, but the Information Technology Infrastructure Library increasingly is the framework for creating auto-mated processes. ITIL includes definitions and workflows for operations such as change management, configuration management, and software release management. This program takes a look at the critical topic of the data center.

Topics

Enterprise Search – The Path to Harnessing Structured and Unstructured Data

When you think of search technology, the first think that probably comes to mind is Google. But the market is much broader and the technology is everywhere. IBM and Microsoft include search in their major products. Oracle is moving aggressively into the market. Also in the game are SAP, Vivismo, and the list goes on. But regardless of the platform, what really matters is that companies have at their fingertips more sophisticated ways to find the information they need to make better business decisions- and this is what Three Takes will focus on.

IT's Next Gen

The future of IT-related jobs looks ripe. The U.S. Bureau of Labor Statistics estimates that 2014, the IT industry will create close to 1 million new jobs and, with retirements, have more than 1.3 million job openings. Yet the number of computer science majors have fallen by half in the last five years. Business and technology leadership need to work with employers, educators, and policy makers to encourage young people to step up to a career in IT. In this IPTV program, IT managers will get practical advice from experts, and hear about some innovative initiatives other leading organizations are doing to address next-gen IT workers.

IT Certifications: Which Ones Are Must-Haves?

IT Certifications – they help you build your knowledge base. They provide heft to your resume. You can get them directly from the vendor community or through a training organization. But which ones are really worth investing your time and money? This list of potential certifications is growing a bit more complicated by the emergence of Linux certifications – a move that some criticize as oxymoronic. Additionally, there's a move toward professional certifications of architects. All this and more in this IPTV program.

IT Service Management – Running IT Like A Business

Smart IT organizations are adopting an IT-factory mind set – using automation to wring out costs and time. They are also focusing on business-technology optimization to make sure that every dollar invested in IT impacts business goals. Service management, application change management and tools link automation with policies are all helping IT fully align and contribute to the business. We'll cover the important issues in Three Takes.

Linux/Open Source

Enterprises of all sizes have warmed up to the open source software. New markets have emerged ranging from databases to middleware to business intelligence. At the same time, traditional software players are in the game with open source solutions of their own. What hot new applications and emerging players are coming onto the scene in 2007? We'll talk to the venture capitalists and other experts about who they are betting on.

Innovation vs. Maintenance: Making The Most of Your IT Budgets

Are IT departments a center of innovation? Or is it a cost center or, worse, a money pit that requires a growing budget just to keep the lights on and the hard drives spinning? Companies typically spend 80% of IT budgets on maintenance. Attacking data center costs can let companies shift more of that spending to new projects. The tactics to change that 80-20 ratio in the data center are well known: inventory, standardize, consolidate, virtualize, automate, and enforce measurement-driven best practices. But they're hard to accomplish, and , until recently, there haven't been many good technology tools to help. But most of the major systems management vendors now office products that reduce the drudge work that consumes a lot of IT staff time and much of the IT budget.

Middleware

Middleware is the pivot man of software integration – a key player to whom all messages and transactions get passed. It is core to services-oriented architectures being built by forward-thinking enterprises, enabling them to build, share, and reuse processes and information. Some even say it is the holy grail for IT executives and architects. Three Takes takes on the issues and challenges around middleware.

Topics

Network Access Control (NAC)

Controlling who and what devices can access a network is critical to securing company assets. NAC systems help perform checks on devices – PCs, mobile computers, guest users' laptops, etc. – before they are allowed to connect and utilize enterprise applications. Companies can use NAC to check for viruses, to ensure security policies and more. Worldwide manufacturer for NAC enforcement products will grow to \$3.9 billion by 2008 from \$323 million last year – that's more than 1,100 percent growth, according to a recent Infoectics Research survey. It's no wonder so many companies want a piece of the action. NAC interest is also spurring partnerships and standards initiatives. In this video program, we'll make sure views get the NAC.

Software As A Service (SaaS)

The pressure is on traditional software provided – those who rely on perpetual license models – to offer their software as a service. That means re-architecting their applications, rethinking, licensing strategies, and rethinking strategies, and rethinking pricing structures. For end user companies, the benefits are potentially enormous. Not only does SaaS eliminates the up-front cost of traditional software licenses, but also the need for costly infrastructure investments to support new applications. More importantly, it could help business-technology managers get out of the maintenance rut and start spending more of their precious IT dollars on innovation.

Unified Communications

Unified Communications technology enables workers to interact with each other – in any location and with any device – using voice, email, instant messaging and video. It is at the heart of practical – and ambitious – collaboration strategies. It holds great promise for business process management, customer relationship management, and other core enterprise applications. There's no question, however, that making all communications methods work in harmony is a difficult promise for vendors to keep. And for companies, getting employees and partners to use these new tools requires training and even convincing that this new way of collaborating beats using E-mail, the phone, and applications individually. In this IPTV program, we'll hear about the growing momentum of Unified Communications.

Virtualization

Whether you are looking to cut costs, get more bang out of your servers, or simplify your software upgrades, virtualization is probably on the priority list. In the fight against server sprawl, companies have tried multicore processors and high-density blades. Now, many are moving to virtual servers. But what's the impact on systems managers. How do their jobs change when more is packed on a single server?

Voice Over IP

The march to VoIP is on. According to *InformationWeek Research*, 39% of companies have installed voice over IP, and another 33% will install it in the coming months. A mere 12% say that they have no plans to use it. The reasons for VoIP adoption vary. Lower costs leads (cited by two-thirds of those planning to use it), but many respondents also have higher-value returns in mind: 41% cite building a one-stop communications platform, and 36% expect increase collaboration by combining voice with data-sharing, videoconferencing, or presence technology. At some point very soon, you're either an adopter or a holdout. Companies planning to adopt will tune in to find out what they need to know.

Wi-Fi/Wi-Max

Wi-Fi is everywhere – hot-spots are in coffee shops, airports, and even public parks. Dozens of municipalities are deploying wireless mesh networks. Businesses have wireless LAN networks that visitors and employees can use when they're not tethered to their desks. So why do we need WiMax? Broad, global coverage is one good reason. Longer ranges and faster data speeds are two others, argue WiMax proponents. Which technology will win the hearts and minds (and dollars) of Business Technology executives and consumers in the long run?