



IDG Connect Overview

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What is IDG Connect?

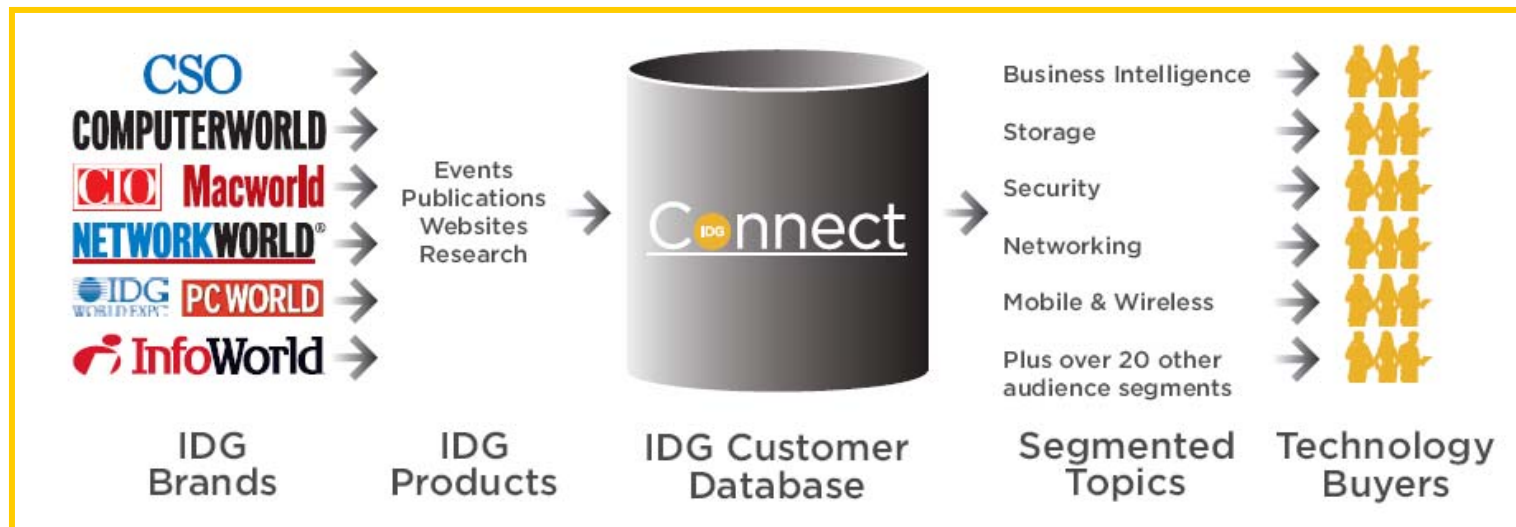
IDG Overwhelms IT Competitors and Business Media

- IDG is the dominant media company for reaching technology buyers and influencers*
- The combined reach of CIO, Computerworld, InfoWorld, Network World, Macworld and PC World is 4.3 million technology business influencers*
- IDG publications outdistanced top business media (BusinessWeek, Forbes, Fortune, The Wall Street Journal) in reach across corporate IT influencers with large budgets*

**Source: IntelliQuest CIMS Business Study Fall 2006*

What is IDG Connect?

- Consolidates the IDG audience
- 6 million registered users and subscribers
- Most powerful IT media brands attract the most powerful buying audience
- Deliver the best prospects and sales opportunities to your pipelines
- Leverages your most valuable content assets
- Guaranteed programs



Company Size and Audience profile

- **Company Size Data**
 - 1-99 employees: 28%
 - 100-999 employees: 31%
 - 1000+ employees: 41%

- **Audience Profile Data**
 - Executive/ Sr. Management: 26%
 - Business Decision Makers: 16%
 - IT Decision Makers: 58%

Promotional Elements

Promotional Elements

- **Promotion of client assets in the IDG Connect IT Research Library**
- **Outbound email promotion to targeted audience segment**
 - Either using stand alone emails and/or Weekly eNewsletter
 - ComputerWorld
 - InfoWorld
 - NetworkWorld
 - CXO
 - LinuxWorld
 - JavaWorld
 - ITWorld.com
 - **Number of opt-in email subscribers:** 2 million +
 - **eNewsletter circulation:** 1.5 million
 - **Total outbound weekly reach:** 4.5 million emails
 - **Number of Vertical Industries we reach:** 45

eNewsletter- Sample

<FRIDAY March 16, 2007>

Each Friday, we present a short list of the hottest whitepapers, webcasts and research available. Information you can use to solve problems that crept up during the week, and to prepare for the challenges you'll face in the days ahead. We also provide links to news stories you might have missed, plus facts, quotes and other forms of brain-candy. (Hint: The fun stuff is near the bottom, so don't forget to scroll.) Have a great weekend!

[Lakeview: Planning for Business Resilience](#)

If you want to avoid downtime in your IT shop, you gotta have a plan.

[Novell: Web and Database Application Serving with SUSE Linux Enterprise](#)

More power. Less money. Use Linux to power your next applications server.

[HP: Enabling Technology for Blade I/O Virtualization](#)

Reduce TCO by managing I/O resources as a single logical pool. Ahhhh.

[CA: Backup and Recovery Strategies](#)

Your backup and recovery plan is bullet-proof. Right? Are you sure?

[Oracle: CRM on Demand Goes Strategic](#)

If you haven't taken a look at on-demand CRM solutions recently, now's the time.

[Epicor: The Seven Megatrends of Professional Services](#)

Client Sophistication, Governance, Connectivity, Transparency, Modularization, Globalization and Commoditization. Whew!

[Symantec: Compliance with the Payment Card Industry Standard Data Security Standard](#)

Dude, this is not 'Nam, there are rules.

[Fluke Networks: Securing Your Network from the Inside](#)

What? You don't have a network analyzer? Hello. This is 2007 calling. Are we reaching?

[Sophos: Instant Messaging, VoIP, P2P and games in the workplace](#)

Lock down your network before the RIAA, MPAA, SEC, FBI, or even worse, HR comes a callin'.

[Visit the IDG Connect IT Knowledge Base](#)

More whitepapers. More webcasts. More research.

eNewsletter- Sample

<FRIDAY July 6, 2007>

Each Friday, we present a short list of the hottest whitepapers, webcasts and research available. Information you can use to solve problems that crept up during the week, and to prepare for the challenges you'll face in the days ahead. We also provide links to news stories you might have missed, plus facts, quotes and other forms of brain-candy. (Hint: The fun stuff is near the bottom, so don't forget to scroll.) Have a great weekend!

[Oracle: The SMB Challenge](#)

Smart technology can sharpen your competitive edge.

[IBM: IT Operations - The key to a Successful SOA Deployment](#)

Don't fall into the chasm between theory and practice.

[Solidcore Systems: Self-Service SOX Auditing with S3 Control](#)

Verify your compliance at the click of a button.

[Tripwire: Stop the Flood of Security Breaches and Fraud](#)

You may not be at a high risk for outside attacks--but what about from the inside?

[HP: Transforming Your Enterprise](#)

If you bridge the gap between business and IT, everybody wins.

[Meru Networks: Wireless Technology Vital to Increased Business Productivity](#)

It also helps with that other thing--oh yeah, customer service.

[The Security Standard: September 10-11, 2007 - Chicago, Illinois](#)

The Security of Business. The Business of Security.

[Visit the SMB section of IDG Connect](#)

For targeted research to empower small and medium-sized businesses.

[You Can Receive Complimentary IDC Research and Discounted Conferences Passes](#)

But first, you have to qualify for IDC's exclusive Enterprise Panel.

[Amazing Chain Reaction - The Way Things Go](#)

If Rube Goldberg were a pyromaniac.

On this day in 1946, The Bikini was first created, made and worn. In 1928, the world's ten largest hailstones fell in Potter, Nebraska. In 1919, the British dirigible R34 completed the first crossing of the Atlantic by an airship. In 1885, Louis Pasteur successfully tested his vaccine against rabies. And in 1785, the dollar was unanimously chosen as the monetary unit for the United States. Happy Birthday 50 Cent (1975), Geoffrey Rush (1951), Sylvester Stallone and President George W. Bush (1946), Burt Ward (1945), Ned Beatty (1937), Della Reese (1931), Janet Leigh (1927), Bill Haley and Merv Griffin (1925), First Lady Nancy Reagan (1921) and Frida Kahlo (1907).

"The world is moving so fast these days that the man who says it can't be done is generally interrupted by someone doing it."

- Harry Emerson Fosdick



Exclusive Standalone email- Sample

IDG Connect <connect@mail.idgconnect.com> to meshow details Aug 13

One of the primary business issues companies face today is how to build a data warehouse that appropriately integrates all of the information necessary for the organization to make good decisions.

During **this program**, you'll hear from trusted advisors from Hewlett-Packard, as they discuss today's enterprise data warehouse needs and how to overcome the challenges involved in building business intelligence solutions. They'll provide insight on a holistic solution that allows you to draw knowledge from your data and apply it to your every day decisions.

They'll illustrate how this integrated software and hardware platform helps you to:

- Reduce the time and effort spent implementing and managing data warehouse projects
- Achieve lower acquisition and maintenance costs
- Conduct simultaneous loading and querying to deliver information on demand quickly
- Handle complex and demanding BI projects
- Preserve existing tools and infrastructure investments

Tune in today to this on-demand **rich media program**, courtesy of HP and IDG Connect, for answers on how to get the most knowledge from your data and apply it to your every day decisions:

<http://www.accelacomm.com/jlp/skt7/61/6282/>

It's available right now. So you can watch and learn at your command. We think you'll find it very interesting.

Best regards,

IDG Connect



How it works

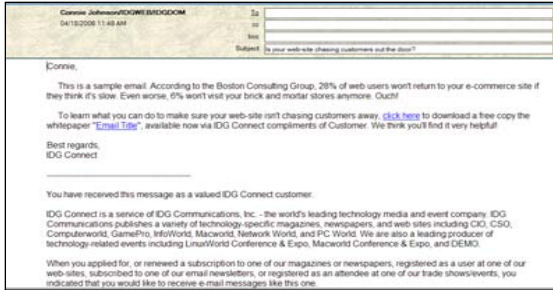
IDG Connect databases buyers are ALREADY scrubbed before they arrive

- They were culled as a result of strong relationship they ALREADY have with individual IDG content and expo brands (they're not JUST names)
- They ALREADY represent the various buyers in the “purchase constellation”
- They ALREADY represent the journey that customers take in purchasing a product.

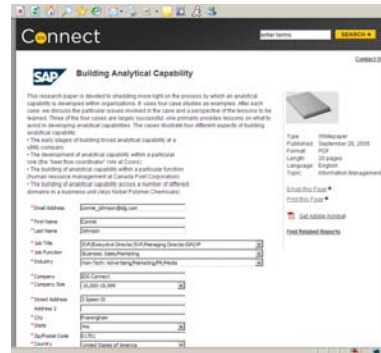


IDG Connect - How it works

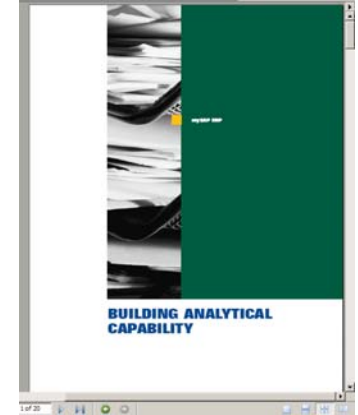
Step #1 - IDG Connect email promotes your content to your target prospects



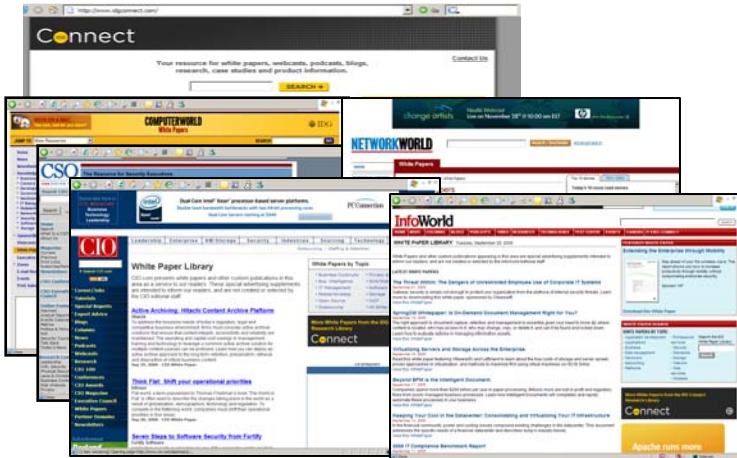
Step #2 - IDG Connect captures and filters your leads



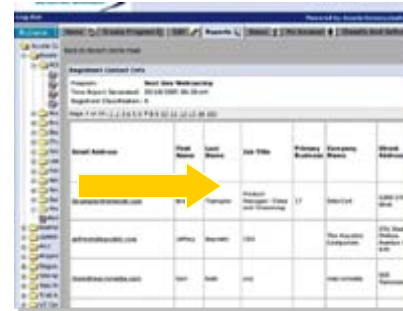
Users receive useful content to make sound buying decisions




IDG Connect Research Library distributes content across the IDG Network



Step #3 - You receive qualified contacts for your sales pipeline



Pre-populated registration reduces bail-out rate.

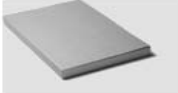


the premier IT knowledge base

[Contac](#)


solidcore. The Miracle in Detroit: Putting the ROI into ITIL

Every IT manager intuitively understands the difficulty of achieving, and as importantly, demonstrating, a return on investments into technology projects. This issue is particularly acute for large, multi-phase deployments such as an ITIL implementation. Setting concrete milestones and, for each milestone, demonstrating and measuring the value provided to the organization, not only goes a long way in proving the worth of such projects, but also helps focus the project on the right issues. What can you pick as a first milestone in an ITIL project which will make others say: Wow, yes this is the right way to go? What can you do to get management to buy into your vision? Read on.



Type: Whitepaper
Published: March 21, 2007
Format: PDF
Length: 5 pages
Language: English
Topic: Software

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* First Name

* Last Name

* Job Title

* Job Function

* Industry

* Company

* Company Size

* Street Address

Address 2

* City

* State

* Zip/Postal Code

* Country

* Phone

Fax

Do you have a budgeted change management or ITIL What is the scope of your change management or ITIL

Collaborative filtering on Thank You page.

enter terms **SEARCH**

Connect
the premier IT knowledge base

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Thank you!

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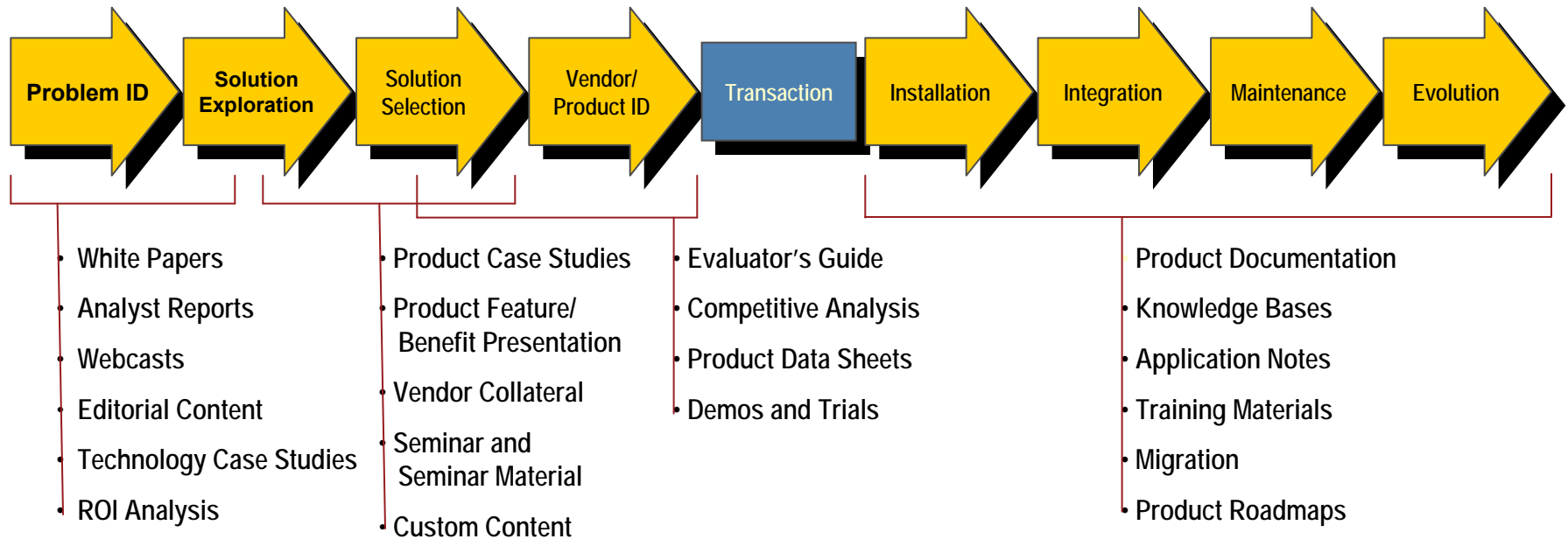
Lead Information – Standard Registration Form

Lead information contains the following information

- Email Address
- First Name
- Last Name
- Job Title
- Job Function
- Industry
- Company Name
- Company Size
- Street Address
- City
- State
- Zip
- Phone
- Fax

The IT Buying Process and the Content Mix

Your content is an integral part of the buying process. IDG Connect helps identify the stage of the buying process and helps move prospects through the cycle.





QUESTIONS?

Contact: Andrew Sambrook 508.370.0828 – asambrook@idglist.com

