Publisher's Message

Dear Marketing Professional,

Technology doesn't stand still, and neither does your product offerings. With new technology offerings and the ongoing evolution of IBM's and your solutions portfolio, Business Partners and customers may not be up to date on all the changes that impact them or understand the direction of new technologies.

Marketing departments are continually looking for new ways to get information about new technology initiatives—solutions, products, strategic directions, and more—into the hands of Business Partners and customers.

Customers need to stay informed about your strategy and technology changes that are relevant to their business. They need this information in a format that's easy to consume: a concise article or a custom book, written by an IBM technology/industry expert, is a perfect solution for doing so.

We cover everything IT professionals need to know about IBM i, AIX, Linux, AI, Watson, Cloud and Analytics applications and the hardware on which these run. Our mission is to deliver information about both new technologies and the older technologies companies have come to rely upon. Our goal is to help IT professionals become more productive in their jobs and get more out of their careers.

For you, our advertisers, this means that our readership is never more than one click away from visiting your website and viewing the solutions you have to offer. We're committed to maintaining the best possible website and using the latest email technology in order to ensure the highest quality subscriber list possible. This commitment guarantees that your advertising message is seen by the market you want to reach. But we don't stop there; we provide you with the tools to track every campaign you run with us in order to monitor your results.

We look forward to establishing a long and successful relationship with you.

Sincerely,

David M. Uptmor
Publisher