Windows IT Pro Partner Newsletter

September 3, 2009

DID YOU KNOW?

Market insight and news from the desk of BJ Ghiglione

Director of Sales, Windows IT Pro | SQL Server Magazine | Office & SharePoint Pro

MARKET BRIGHT SPOT

Windows Server 2008 R2 has impressive availability, 99.9987 percent (~ 7 minutes of down time per year). Perhaps even more impressive with the Windows Server 2008 R2 release is your BIG opportunity to capitalize on the fury of competition heating up around virtualization.

As our Editor-In-Chief Jeff James states, "Although Windows Server 2008 R2 is an interim release, it includes some features—like Live Migration—that should convince some IT pros to embrace virtualization more fully, or possibly switch from VMware. Vendors that specialize in products that manage and help migrate VMs (P2P, P2V, and V2V) should see a window of opportunity here."

Our Readex survey information has study data that was collected in June and shows that IT pros are planning to implement new virtual solutions this year and are making decisions regarding next year's implementations NOW.

SHORT LISTS ARE BEING CREATED NOW. Our IT pros are currently planning implementations around server consolidation, testing, application virtualization, backup and disaster recovery, live production servers, legacy apps and platform hosting, development, database virtualization and desktop virtualization to implement after this year. Ten have already identified VMware vSphere 4 as one of the specific purchases they have planned for.

 • 80% currently use virtualization technologies.
 • currently use VMware Virtual Infrastructure 3
 • 27% use Virtual Server and 13% use Hyper-V

BE HEARD OVER THE NOISE! Competition is getting fierce in this space as demonstrated by the press coverage around Citrix and Microsoft's role as sponsors at VMworld. The time to make a case for your Windows Server 2008 R2 solution is NOW, while IT pros are making their shortlists and your solution can be heard over the noise.

EXCHANGE 2010:

 • 46% of IT pros currently use Exchange Server 2003.
 • Nearly 60% are currently planning to migrate to Exchange Server 2007 or 2010

These results from our Readex 2009 survey show tremendous opportunity for you to get your products related to migration and upgrade to either Exchange Server 2007 or Exchange Server 2010 on the short list. Don't forget your print presence as IT decision makers shop for their Exchange tools now. We have an unusual opportunity for you to surround our Exchange decision makers in print and the influencers on-line. Here's how!

HOLD THE DATE!

What: Get hundreds to thousands of qualified leads through the Exchange 2010 Decision Guide and Virtual Event

When: November Issue with distribution at Fall Connections and December 1st live event

Audience: All potential buyers, influencers and managers interested in Exchange

Why: High-quality and qualified and immediate leads! Exchange 2010 is scheduling for release this fall and IT pros are making serious decisions for their migrations now

Deadlines: Hurry! Space Deadline: 9/10, Materials, 9/15

Contact your ad sales rep today!

Best regards,

— BJ

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