Your Connection to
the *New* Windows IT Market

The Windows Market

Windows Server System Magazine is your best vehicle for selling Windows-related products and services.

Print

Windows Server System Magazine (*WSSM*) goes out to 75,000 IT professionals qualified by the fact that they are moving their companies to the latest Windows platform—Windows Server 2003. Authors write to the leaders in the Windows market, the vanguard in charge of the migration and deployment of this new platform. Because *WSSM* subscribers are working on *new* Windows-based solutions, it follows that they make up the largest and most active market for tools and services designed to help them get corporate networks up and running.

Online

The Web Site

winservermag.com

More than just an extension of the print magazine, the *WSSM* Web site offers IT professionals an interactive resource full of technical information. This is unique content not available anywhere else. *WSSM's* Web site gives IT professionals working on the leading edge a voice in the Windows technical community, a forum for discussion with peers, and a 24/7 resource for problem solving.

E-Mail Newsletters

FTP's Insight on Windows Server System
Delivered straight to the inboxes of 85,000 key buyers in the Windows market, *Insight* newsletters connect the Windows community with updates and links to sources of technical information and resources.

List Rental

Put it all together to reach this most active segment of the Windows market. E-mail and direct mail lists give you the opportunity to speak directly to the most responsive subscriber base in this market.

The Windows Server Market

What segment of the technology market is growing the fastest? Microsoft has set its sights on the market for enterprise software with the goal of establishing Windows as the corporate computing platform. How is it doing? Microsoft already owns the client side with more than 93% of the worldwide market. On the server side, Microsoft increased its worldwide market share for new shipments from 50.5% in 2001 to 55.1% in 2002. And while other technology areas are slowly recovering momentum, the overall operating system market grew by 4.3%, led by a 12.4% increase in sales for the Windows platform.*

Growth in the Server Operating System Market Led by Windows
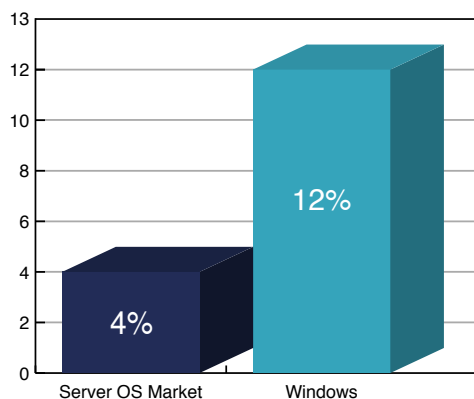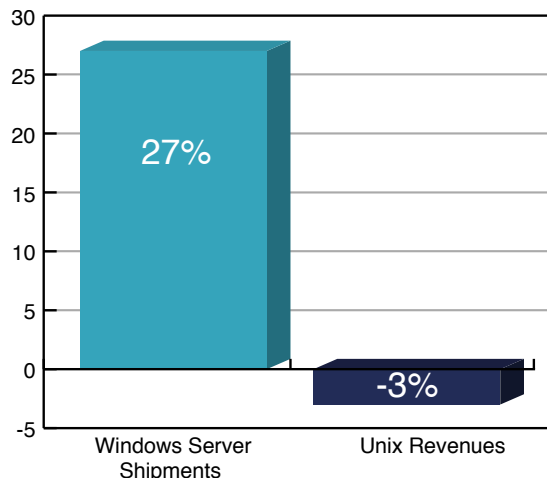

Source: IDC

Another market indicator, hardware server shipments, shows Windows-based hardware servers saw the largest gain, a 27% increase in units shipped this year, or $4 billion in the first quarter of 2004. In the same period, Unix-based server revenue declined 3%. Analysts see Microsoft holding its position in the worldwide operating environments market through 2007, despite continued competition from Linux.**

Windows Hardware Server Shipments Grow by 27% in Q1 '04

"Microsoft continues to defy the overall market trends, and has again pulled the market upward from both a unit shipment perspective and from a revenue perspective," according to IDC. "The resurgence in demand for enterprise server solutions that began late last year is expected to continue throughout 2004, expanding worldwide spending for servers."*

* IDC Report, Oct. 8, 2003
** IDC Report, May 28, 2004

Source: IDC

The driving force behind the growth of Windows in the enterprise server market is the latest version of the operating system, Windows Server 2003. The new features in Windows Server 2003 have made it a viable competitor to Unix and an obvious upgrade for Windows-dominated enterprises. There are many new features in Windows Server 2003, but the two most compelling ones are enhanced security and the ability to tap into Microsoft's Windows Server System.

Microsoft's Windows Server System

Microsoft launched the Windows Server System in April 2003. Using Windows Server 2003 as the foundation, the Windows Server System provides IT professionals with an integrated infrastructure designed to deploy new technology solutions.

The Windows Server System encompasses 19 Microsoft server products, including:

- SQL Server
- Exchange Server
- Storage Server
- Commerce Server
- BizTalk Server
- Systems Management Server
- SharePoint Portal Server
- Microsoft Operations Manager

These servers are designed to work together so enterprises can reduce costs and deliver a highly reliable and secure IT infrastructure capable of supporting operations now and accommodating future growth. *Windows Server System Magazine* was created to cover this dynamic market—Windows Server 2003 and the entire set of servers that make up the Windows Server System.

Windows Server System Magazine's Editorial Mission

Windows Server System Magazine (*WSSM*) serves IT professionals who influence the purchase of millions of dollars worth of hardware, software, and services. *WSSM* subscribers identify needs, test products, make recommendations, specify brands and suppliers, and sign off and manage the deployment of new Windows technology.

Authors provide these readers with technical and strategic information to help them create solutions incorporating Windows Server 2003 and the entire set of servers that make up Microsoft's Windows Server System. Systems administrators find hands-on techniques for migrating, deploying, integrating, managing, and administering new Windows technology. Technical managers find comprehensive reports on improving ROI that justify migration and enterprise-wide deployment of the new Windows platform.

Subscribers also look to *WSSM* and its online components for analysis and discussions of trends that keep them up-to-date on the latest Windows technology solutions.

Columns & Features

Columns

IT's biggest challenge is keeping enterprise networks and data secure. *WSSM* covers security and storage in *every* issue. The two most widely used servers in the Windows Server System, SQL Server and Exchange, are also covered in every issue. In two interactive columns, experts speak directly to readers, answering real-world technical problems and advising IT professionals who are working on new technical solutions.

Because *WSSM* is devoted to covering new Windows technology, articles cover *strategic* as well as *technical* issues. *Opinion* and *analysis* columns discuss how to measure increased productivity generated by new system deployments.

And *WSSM* tracks technology trends and offers readers analysis of companies, products, and market conditions.

Features

Features take on the critical IT issues—security, storage, and disaster recovery. They advise readers on implementation strategies and on ways to secure the enterprise before disaster strikes. Authors present readers with options, counsel them on which approach to take, and keep them up-to-date on third-party tools that help get the job done.

Product Coverage

Product reviews and roundups alert readers to new third-party tools. And *WSSM* provides timely, in-depth coverage of all the servers in the Windows Server System as new versions are released.

Regular Columns

Opinion & Analysis	
Editor's Note	Executive Editor Mark Cappel sounds off on issues ranging from server consolidation to spam control.
Trends & Analysis	Peter O'Kelly, a senior analyst with Burton Group's Application Platform Strategies, puts the Windows market in perspective.
Guest Opinion	Every month technology pundits offer up their opinions, pet peeves, warnings, and crystal ball predictions on the state of high tech.
Hands-On Technical Columns	
Windows Tips & Tricks (Q&A)	Danielle Ruest and Nelson Ruest answer readers' questions about Windows 2003 migration and deployment issues.
SQL Connection	Buck Woody provides vital information on managing mission-critical databases.
Ask the Exchange Pros (Q&A)	Ben Schorr and Jim McBee, the *Click and Clack* of IT, respond to readers' questions in a column modeled after NPR's *Car Talk*.
Product Coverage	
Product Roundup	A compilation of third-party products around a single technology theme.
Product Reviews & Listings	Reviews and updates provide readers with guidelines for purchasing the best Windows enterprise products.

2004 Editorial Calendar

| September	**Backup & Disaster Recovery** Server configuration techniques designed to prevent system failure	**Products** Backup & Recovery Product Roundup
October	**Messaging & Collaboration** A report on new versions of Exchange 2003, Live Communications Server, and Live Meeting	**Products** Exchange Tool Roundup
November	**Performance Tuning** Techniques for tuning network systems to provide maximum uptime and performance	**Products** Performance Tuning Product Roundup
December	**Windows Server System—The Year in Review** Editors and authors review the year's releases and discuss what's coming in 2005!	**Products** Year-End Product Roundup

Editorial Excellence

The four cornerstones of editorial excellence are editorial independence, accuracy, relevance, and timeliness. Coverage must be fair, unbiased, and independent to earn the reader's respect. Technical accuracy is a must. Readers must trust the source and come to see it as the authority in its field. In order to capture readers' attention and stand out as a *must read* among all the technical publications available, we must provide information relevant to subscribers' work. And coverage must reflect our fast-moving industry.

Editors asked subscribers in a recent survey to rate *WSSM* on these critical points. Here's what they had to say:

Q. How would you rate *Windows Server System Magazine* in the following areas?

A. • Editorial Independence
   78% of *WSSM* subscribers responded "excellent" or "very good"
• Technical Accuracy
   93% excellent/very good
• Content is Relevant to My Work
   79% excellent/very good
• Timeliness of Editorial Coverage
   81% excellent/very good

Subscribers Give WSSM *High Marks on Editorial Excellence*
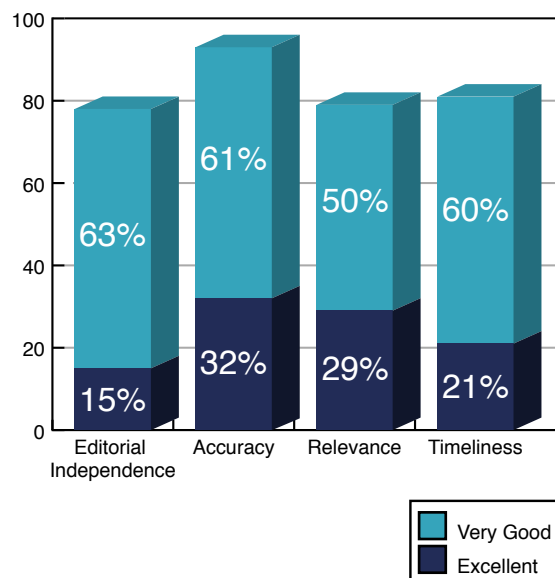
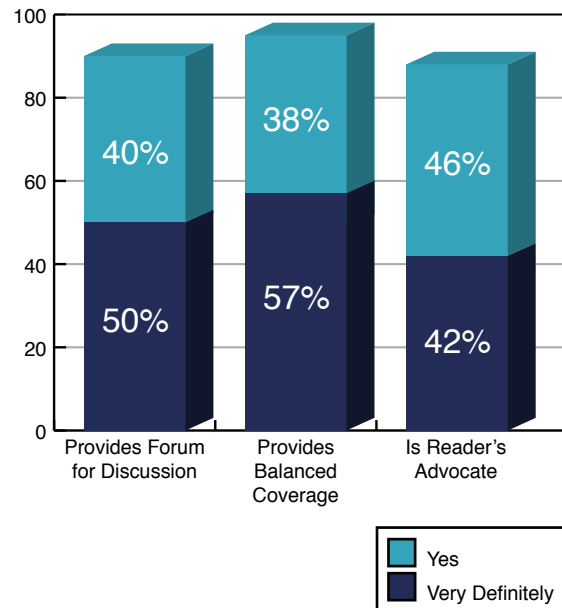
Source: Subscriber Survey April 2004

WSSM Takes an Advocacy Position in the Windows Community

WSSM is an independent editorial product serving the Windows community. It is important that readers see *WSSM's* coverage of Microsoft as balanced. It is our job to act as an advocate for our readers and task Microsoft to do all it can to support the Windows community. *WSSM* provides Windows IT professionals with a voice and stimulates spirited discussions of new technology. Here is how readers think we are doing in these critical areas:

Q. How would you rate *Windows Server System Magazine* and its related online resources in terms of how well they serve the technical community planning to deploy Windows Server 2003 and the servers that make up Microsoft's Windows Server System?

A. • 90% affirmed that *WSSM* provides a forum for discussion of technology and strategies for migration and deployment.
• 95% believe *WSSM* provides balanced coverage of Microsoft Windows Server System technology.
• 88% confirm that *WSSM* acts as an advocate for readers, tasking Microsoft to do all it can to serve the Windows community.

WSSM *is Editorially Independent*

Legend:
- Yes
- Very Definitely

Chart data:
- Provides Forum for Discussion: Very Definitely 50%, Yes 40%
- Provides Balanced Coverage: Very Definitely 57%, Yes 38%
- Is Reader's Advocate: Very Definitely 42%, Yes 46%

Source: Subscriber Survey April 2004

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WSSM Readers Represent the Most Important Segments of the IT Market

Windows Server System Magazine (*WSSM*) readers are qualified by the fact that they are deploying Windows Server 2003. They are working on the leading edge, and they have the power to buy. Migration to a new network platform is a strategic as well as technical issue. *WSSM* writes to technical managers as well as systems administrators and IT staff—the two critical segments in the IT market.

WSSM *Subscribers Are Technical Managers & IT Systems and Network Administrators*

Consultants 3%
Non-Tech. Mgmt. 1%
VARs 1%
Tech. Mgmt. 31%
IT Professionals 64%
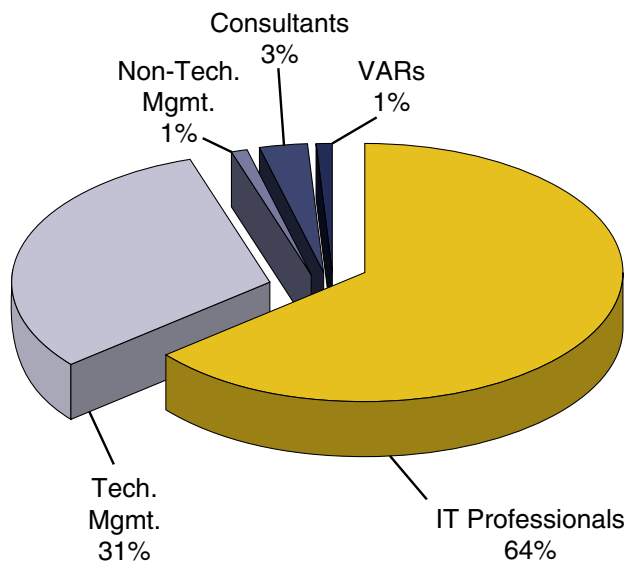
Source: August 2004 *WSSM* Subscriber Survey

WSSM Subscribers are:

- Technical Managers—not to be confused with C-level management, *WSSM* managers make up that critical, highly influential layer that identifies need, tests new products, selects brands, and drives the implementation of new technologies.
    - Technical directors
    - Project leaders and supervisors
    - Computer operations managers
    - Chief engineers
    - Strategic architects

- IT Staff—the backbone of IT, these are the people who put it all together.
    - Network managers
    - Systems administrators
    - Database administrators
    - Exchange administrators
    - Systems architects
    - Systems engineers
    - Systems analysts

Half of WSSM Subscribers Control More Than 80% of the Enterprise Technology Budget

WSSM readers are your best market for new technology tools and services. They are implementing new technology and need new tools to deploy new, complex systems. This is a very active and responsive readership. As a result of reading *WSSM*, they discuss new technology, log on to advertisers' Web sites, and download products for evaluation.

Actions taken as a result of reading *WSSM*

Passed on information of interest to a colleague	77%
Discussed implementing a new solution with a colleague	62%
Logged on to an advertiser's Web site	57%
Downloaded a product for evaluation	51%

WSSM subscribers are central to the purchasing process in their companies. They influence, select, recommend, and authorize technical purchasing. And they control large portions of their enterprise's technology budget.

Subscribers' involvement in the technical purchasing process
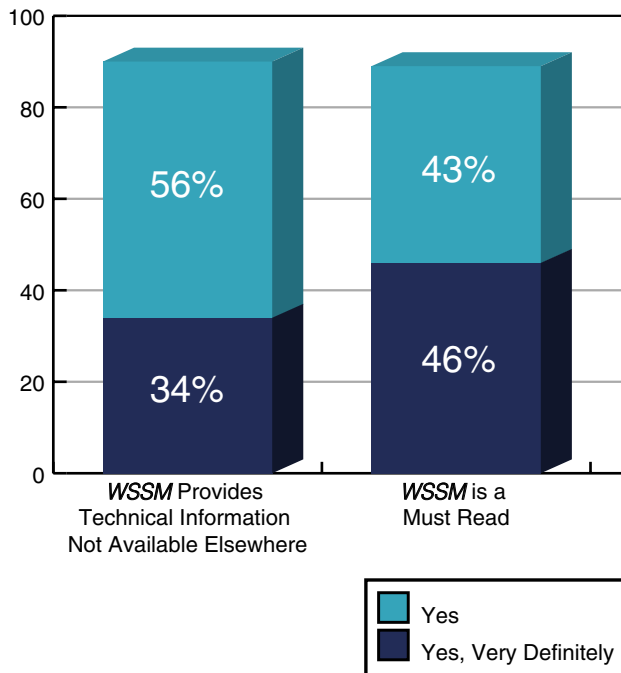
Identify need	75%
Recommend/specify brands/suppliers	78%
Evaluate products and services	78%
Help set corporate standards	48%

WSSM: Your Leading Resource in IT

We surveyed subscribers about how they view *WSSM* as a technology resource.

- 90% of *WSSM* subscribers report that they find technical information here that they cannot find anywhere else.
- 89% consider *WSSM* a must read for anyone in the process of deploying Windows Server 2003 and any of the servers in Microsoft's Windows Server System.

WSSM *Provides Readers With Information They Can't Get Anywhere Else.* WSSM *Readers Consider It a Must Read!*

56%	43%
34%	46%

WSSM Provides Technical Information Not Available Elsewhere

WSSM is a Must Read

■ Yes
■ Yes, Very Definitely

Three Reasons Why WSSM is Your Best Buy

1. Qualified Reach
   - 75,000 IT professionals, qualified by the fact that they are migrating to Windows Server 2003
   - Because they are upgrading their enterprise's network system, they are your best customers for new Windows IT tools and services.

2. Decision Makers
   - WSSM reaches that critical technical management layer as well as systems administrators.
   - These technical managers identify needs, specify brands, and control technology budgets.

3. The Most Responsive Audience in the IT Market
   - Subscribers see *WSSM* as a must read, a source for technical information they cannot find in any other magazine.
   - Advertisers report great response to ads and inserts—white papers, CDs, case studies ...