

Media Kit 2009

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**DMS – ECM – Portale,
eBusiness Success,
All about S@P, Software
Development, BSM**

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Business Process Management



What is the value of a company? Of course its business processes. They are the most important capital of each company. BPM-solutions combine process-relevant IT-components across the limitations of singular applications and departments. The integrated support of the whole lifecycle process is a basic element thereby. This cycle ranges from the analysis and modeling of a process beyond the implementation and accomplishment to the monitoring and evaluation.

it management eJournal Business Process Management will be published twice a year in January and July at the beginning of the month.

All about S@P



As any other market-leading software, SAP does not characterize itself just through bright sides. The more powerful a software is, the greater are the dangers which lurk there. Hundreds of manufacturers and service providers have developed software and services, which are supposed to help the user to achieve more efficiency out of the SAP Software. The it management eJournal ought to offer ideas, suggestions and concrete assistance to the reader to

make the SAP jungle a little more clearly.

it management eJournal All about S@P will be published twice a year in January and July in the middle of the month.

Business Intelligence & Performance Management



Business Intelligence has the aim to collect and analyze data or information of an organization to support decisions about strategic, tactical and operative activities. Business Performance Management describes methods, tools and processes to improve the performance and profitability of a company. It also includes upcoming processes like planning and future prospects.

it management eJournal Business Intelligence & Performance Management will be published twice a year in February and August at the beginning of the month.

Software Development



In our new eJournal software Development, we inform you about the newest developments, tips and tricks on all subjects around the software development. Whether topical subjects like the agile software development, Open Source or Web 2.0, application development, individual or standard software, architectures or programming languages. Here you find suggestions for your daily work.

it management eJournal Software Development will be published twice a year in February and August in the middle of the month.

DMS – ECM - Portals



Document management subsumes a wide spectrum of categories like content management systems, enterprise content management, web content management, document management, workflow, storage and document management systems. Separate categories become solutions. Every solution has to be profitable for the whole company. There should be the possibility to automate business processes that generate a ROI. But first of all there are people behind the processes.

This eJournal is about all of these aspects.

it management eJournal
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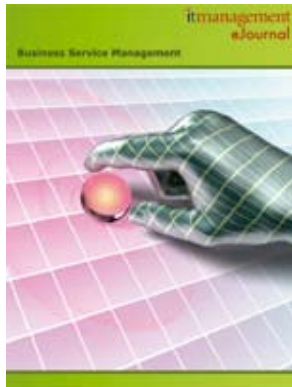
Application Lifecycle Management



In many companies Application Lifecycle Management (ALM) is still in the fledgling stages. First, ALM requires a view at the processes of the company. The responsible person owns a cross section function which supervises the whole software development cycle. That starts with the requirement management, the design, the coding and the testing and goes up to the distribution, the installation and the configuration.

it management eJournal
Application Lifecycle Management will be published twice a year in March and September in the middle of the month.

Business Service Management



Times in which IT-Services have been regarded only from the technological point of view are long gone. Nowadays it is more important to arrange and integrate IT-Services on the entire business processes. Business Service Management focuses predominantly on how this liaison has been realized and what organizational hurdles need to be negotiated. It bridges the gap between the IT Service Management (ITSM) and business processes.

it management eJournal Business Service Management will be published twice a year in April and October at the beginning of the month.

Mobile Solutions



This eJournal is about how field staff can be integrate better in the IT infrastructure of a company and how processes can be optimized thereby. We show you how mobile solutions can be introduced reasonable. Technical and conceptual basics, user capability, individual solutions and security aspects impart the essential know-how to the reader.

it management eJournal Mobile Solutions will be published twice a year in Mai and October in the middle of the month.

Customer Relationship Management



This eJournal is about the quality of customer relationship. Relationship management will be more and more important because it is much easier and more inexpensive to bind costumers effectively than to win new ones. Basic requirement is a good database that supports the communication with reliable information and helps to structure this process.



it management eJournal Customer Relationship Management

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Projektmanagement



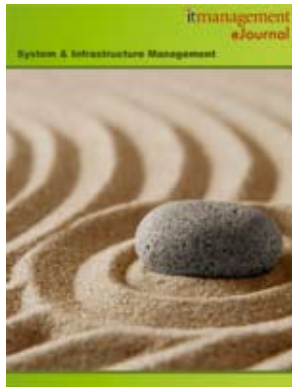
Project managers must dispose a comprehensive repertoire of technical and social competence. Comprehensive project management systems contain not only the organization and supervision of the single expiries, but also a good serving of IT-supported structures which support the communication and accompany the whole project course. The solutions which are located in the market, offer various functionalities. This eJournal is about their sense and nonsense.



it management eJournal Project Management

will be published twice a year in April and November at the beginning of the month.

System & Infrastructure Management



Topics like system- and network management, server-, storage- and cluster-technology or virtualization, monitoring and consolidation are hidden behind the concept of System & Infrastructure Management. They allow that IT-departments are able to organize and automate their IT-Infrastructure continuously. Tried and tested proceeding models and solutions for implementation are belonging to this topical complex as well.

it management eJournal System & Infrastructure Management will be published twice a year in June and December at the beginning of the month.

eBusiness



To be successful in eBusiness, enterprises must take into consideration many aspects. At First one must check the own processes and adapt them if it is necessary. On the IT-side which supports these processes are many aspects to be taken into consideration. For example: CM – ECM or main entrance application, Open Source or proprietary systems, web development, web design, internet marketing, searching machines marketing,

email marketing, viral marketing, tracking, data analysis and data enrichment, ERP and BI binding.

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itevents

Events 2009	Date	Location
Business Mashups	February 17 th -18 th	Munich
It security 2009	April 22 nd - 23 rd	Munich
Project management 2009	May 12 th - 13 th	Munich
Application Lifecycle Management	May 19 th - 20 th	Munich
electronic data processing centre 2009	June 16 th - 17 th	Frankfurt on the Main
Digital ID World 2009	October 6 th - 7 th	Frankfurt/Main
Enterprise Intelligence 2009	November 11 th - 12 th	Munich
CIO Award & Kongress 2009 powered by itmanagement	November 24 th	Frankfurt/Main
eBusiness Success	December 2 nd - 3 rd	Munich

Changes are subject to request!

1. The publishing house reserves itself the right to reject or accept orders for advertisements or enclosed inserts because of the content, the origin or technical form. Orders for supplements shall only be binding for the publishing house after a sample of this supplement has been submitted and it has been approved. Supplements that arouse the impression of being a part of the periodical with the reader as a result of their format or make-up or that contain third party advertisements shall not be accepted. The client shall be notified of an order being rejected without delay. The publishing house shall make advertisements that cannot be recognized as such because of their editorial layout clearly recognizable as advertisements with the word „advertisement“.
2. The client shall be responsible for delivering the text of the advertisement in due time and the printing documents or supplements being in proper order. The publishing house will request a replacement for printing documents that are recognizably unsuited or damaged. The publishing house shall guarantee the printing quality normal for the attached titles in the framework of the possibilities given by the printing documents. Costs for any abstract, fair drafting, etc. are not included in the prices for advertisements. For failures caused by telephonic transmission as well as for the accuracy of translations the publishing house does assume no liability.
3. Activation of advertisements will be carried out continuous from the next accessible magazine, if no agreement to the contrary has been done. The publishing house reserves the right to delay the publication date due to technical or other causes. The exclusion of competitors is not possible.
4. Advertisements shall be called within one year after concluding a contract. The publishing of the advertisement will be evenly distributed. The abatements performed in the announcement price-list are granted only within one year for published advertisements of the client. The term starts with the appearance of the first advertisement, if not another beginning has been agreed by conclusion of the contract in written form. In case of frequency discount the abatements depends on the amount. In cases of bigger formats conditions differ. If less advertisements have been abate within one year than agreed in the first place, the publishing house has the right to charge the different amount between the guaranteed and the actual abatement.
5. The publishing house takes no responsibility for force majeure, operating malfunctions, strike, etc. According to those cases the acceptance time for advertisements will be extended. To ask for damages will be excluded.
6. The advertising mediators and advertising agencies shall maintain the price list of the publishing house in their quotations, contracts and accounts with the advertisers. The mediating remuneration granted by the publishing house may not be passed onto the client either wholly or partially.
7. The payment needs to be paid within the conditions of the price list. If there is a delay or a respite in payment, interest shall be charged in accordance with our price list and collection costs. The publishing house may set back the further implementation of the current order until payment is made and it may demand advance payment for the remaining advertisements. With bankruptcy the full amount for not yet published advertisements has to be paid immediately in case of §17 Abs.1 KO. The allowed abatement is lost in cases of bankruptcy, compulsory settlement or legal action.
8. The place of performance shall be the principle place of business of the publishing house. The venue shall be the publishing's house principal place of business with civil action in business transactions with merchants, legal entities of public law or with special funds of public law. To the extent that the publishing house's claims cannot be asserted through court proceedings for order to pay debts, the venue shall be determined with non-merchants according to their place of residence. If the client's place of residence or habitual abode, even with non-merchants, is unknown at the point in time when the action is filed or if the client has moved his place of residence or habitual abode from the area of application of the law after concluding the contract, the principal place of business of the publishing house shall be agreed upon as the venue.
9. Following additional agreements are valid:
 - a.) The client shall be responsible for exempting the publishing house from the claims of third parties that arise against it from offenses against statutory provisions, especially against the competition law and the copyright.
 - b.) The publishing house shall not furnish a guarantee if individual supplements are lost on channels of distributions.
 - c.) The publishing house shall only be liable for any errors from telephone communication with intent or gross negligence.
 - d.) Positioning regulations shall only be valid if the publishing house has confirmed them writing.
 - e.) Advertisement and supplement orders have to be cancelled by the advertising deadline. The publishing house may charge the client the setting and production costs incurred.
10. In case that one appointment of this terms and conditions will be or is invalid, the contract and the appointments of this terms and conditions remain valid incidentally.