2015 Application & Network Performance Management Challenge

Application and Network Performance Management is critical to delivering good service. Its real-time analytics allow operations to solve problems as they occur. It allows network engineers to optimize the network to eliminate bottlenecks and keep costs down. Application developers depend on it to solve problems and understand which application or east-west flow is creating the problem. It allows management to stand by their service assurances by providing critical information about transactions as they cross different parts of the IT infrastructure including the physical, virtual, cloud, SaaS and server environments. Without it enterprises are increasingly lost in the sea of complexity that make up today's enterprise IT infrastructure.

Enterprises understand the importance of a good application and network performance management solution but with the large number of solutions picking the right one can be a difficult task. The 2015 Application & Network Performance Management Challenge is your chance to explain and educate enterprises on the merits of your solution. Share your unique perspective with NetworkWorld.com on why you should be their first choice.

Program Components (3 Parts)

- **Solutions Brief:** Each sponsor will supply a three-page response (approximately 1,250 words with two diagrams) detailing why their solution is the best solution in the market and why customers should select them. The challenge will open with an introduction by Robin Layland of Layland Consulting, followed by each sponsor's response.

- **Solution Details:** Each sponsor can supply an accompanying, complimentary white paper or case study outlining their product specific solution. This will allow the customer to gain a detailed understanding of the sponsor's offering.

- **Panel Discussion on Key Issues:** A series of in-depth, 25-minute webcasts will be conducted, in which vendors will help customers understand Application & Network Performance Management technologies and issues and provide vendor perspectives on how to approach and solve them. Each session will be limited to two sponsors, and each sponsor can participate in at least one panel discussion.

Program Details

The 2015 Application & Network Performance Management Challenge will be published in the 1st Quarter** and will run for a minimum of three months. Sponsors receive the following:

- Posting of a 1,250-word response paper inside the challenge document that educates the industry about the sponsor's primary Application & Network Performance Management advantage(s) on a special Network World 2015 Application & Network Performance Management Challenge Solution Center web page

- One 20-minute, dual-sponsor webcast panel discussion on a topic relating to Application & Network Performance Management

- Sponsor logo featured on the 2015 Application & Network Performance Management Challenge Solution Center landing page, along with the challenge and webcast

- 300 total shared leads generated by the challenge

- Promotion through Network World banners, newsletters, text links and email outreach

- Lead generation report following the completion of the session

Cost

$23,500 per sponsor* (minimum of 4 sponsors and maximum of 6)

*For standard lead criteria, please visit our media kit at: http://networkworldmediakit.com/leadsPolicy

**Based on calendar year.

For more information contact your Network World sales executive: www.networkworldmediakit.com/contacts.html.