



Business Solutions



Business Solutions Media Pack

Data Centre's, Server Rooms, Managed Services & The Cloud

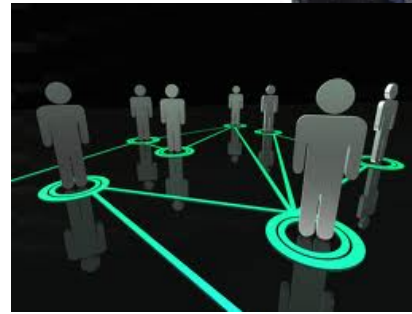


1 JKL Street

Edenderry, Co.Offaly,Ireland

+ 353 46 9773434

www.businesssolutionshub.com



Business⁺ Solutions

Data Centre's, Server Rooms, Managed Services & Cloud

The volume of digital data processed and stored continues to increase at a rapid pace as does the demand for enhanced security, power usage effectiveness, energy efficiency and cost control. Virtualisation is finally hitting the mainstream and cloud services are being adopted. In short the data centre manager's & IT Directors job within Ireland is becoming ever more complex.

Business Solutions magazine has established itself as a valuable source of news and information for senior management within business in Ireland. Over 6,000 key decision makers within both the public and private sector rely on **Business Solutions** to provide them with the latest trends and technologies, outsourcing options, design & build, managed services and data centre or large computer room management. **Business Solutions** informs IT Directors, MD's and CEO's up to date with all the important changes, challenges and developments within cloud computing, managed services and data centre's within Ireland.

Business Solutions magazine is an editorially independent publication written by an editorial team with years of experience in this sector. The publication is written by acknowledged experts in their fields and provides IT Directors, MD's & CEO's with an insight into the latest technologies and services available within:

- Cloud Computing
- Managed Services
- Data Centre's (Colocation)
- Small 2 Medium Server Rooms



Editorial: Mike Rohan

✉ mike@businesssolutionshub.com

☎ + 353 1 6120880

Display Advertising: Ronan McGlade

✉ ronan@businesssolutionshub.com

☎ + 353 46 9773434

Classified Advertising: Ben Harrison

✉ ben@businesssolutionshub.com

☎ + 353 46 9773443



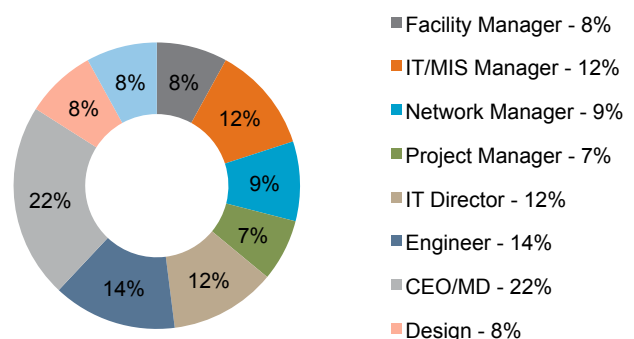
Business Solutions Circulation Profile

Company Job Title

Business Solutions has a controlled audience of senior management covering both the public and private sector in Ireland. No other publication can rival the targeted readership of Business Solutions.

The editorial profile of Business Solutions is specifically tailored with the senior manager in mind, while understanding many IT investments are made at boardroom level.

Job Title

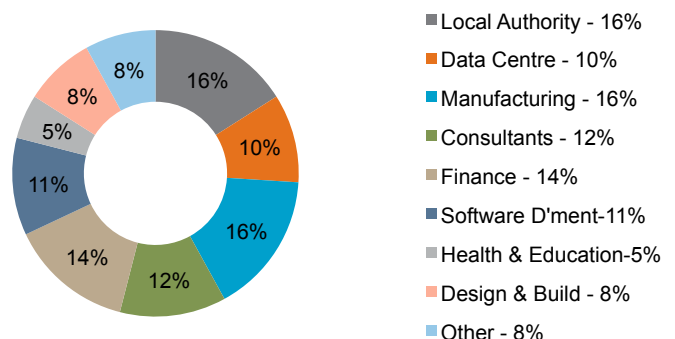


Company Activity

Every business activity, whether large or small, is utilizing a cloud-based software in some form or another. From finance to food manufacturing, Business Solutions will profile investment in every sector of Irish business.

Data centre's and server rooms may not be a financially viable solution for many companies, but managed services and cloud computing are terms regularly being used in today's management decisions, which provide a much more cost effective answer.

Activity



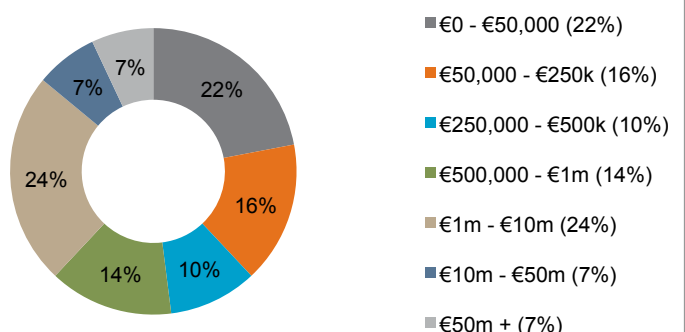
Company Turnover

From SME's through to multinational organizations, information technology is at the heart of every business. With growth comes an automatic reliance on information technology to monitor, control and assist a company through their daily workflow.

However, managing those technologies and allowing a company concentrate on their core competencies is fast becoming the norm.

Business Solution circulation is unique in that no business is too large or too small to go Cloud.

Turnover





Managed Services



Business Solutions

Editorial Profile

Cabling, Connectivity & Telecoms
Energy Management
Cooling
Design & Build
Outsourcing, Servers & Hardware
Operating Systems
Power & Power Management
Software & Applications
Storage & Security
Virtualisation
Managed Services
Cloud Computing

Regular Editorial:

- Company profiles
- Technology investments
- Business investments
- Feature articles
- Technical features
- Interviews
- Legislation reports
- Facility focus
- Return on investment
- Planning applications
- Industry leader profile
- Event previews
- Association report



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Business Solutions

Computer Software

Software applications have developed as a mature and significant sub-sector. A large proportion of software companies in Ireland are Irish owned. Their activities are based on strong software engineering skills and well-developed processes for the identification, development and implementation of solutions.

Hardware and Systems

This sub-sector, which is dominated by foreign owned companies, traditionally imported mature, proven technologies and replicated them. However, in line with global trends, the sub-sector is changing to produce more advanced emerging technologies. In recent years a trend has emerged for low value added activities (both Irish owned and foreign owned) to be transferred out of Ireland to lower cost locations.

Support Services

In the past, Ireland was often regarded as having created a niche in the area of support services. This was based on cost competitiveness, skills availability, a suitable time zone, and the ability to efficiently support the Europe, Middle East, and Africa (EMEA) region.

Business Solutions will address the criteria required for your company to come together with others in the software sector, while also analyzing your training needs.

Business Solutions Advertising Rates



Advertising Rates

Magazine

	1 Issue	2-4 Issue	5+ Issue
Double Page	€3,795	€3,425	€3,250
Single Page	€1,795	€1,695	€1,495
Half Page	€995	€945	€895
Quarter Page	€695	€625	€595

Digital

	3 Months	6 Months	12 Months
Banner Ad	€900	€1,545	€2,445
Button Ad	€445	€645	€895
Newsletter Ad	€445	€645	€895
E-shot	€895 per dedicated E-shot		

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As the industry shifts from the PC Era to the Cloud Era, the role of IT is rapidly outgrowing its ability to own and manage all its own apps, infrastructure and devices. Users have responded by bringing their own tools, including tablets & mobile devices, into the workspace. Corporate IT is also under growing pressure to take advantage of a vast array of innovative and cost-efficient services from external cloud and hosting providers without compromising security, manageability and user experience.



Data Centres

Data centre technology, management news and resources including cloud computing, virtualisation, applications, design & facilities management, green technologies, hosting & colocation, networks, telco, power & cooling, security, servers & OS, storage, data backup, business continuity and disaster recovery for CIOs, CTOs, IT Directors, Data centre Managers and IT decision makers



Managed Services

Many businesses are now faced with managing a more complex IT infrastructure and an ever-increasing demand for technical expertise. It's important to ensure the day-to-day management of IT system's does not get in the way of core business activities.

At Business Solutions we understand the challenges of relinquishing your IT infrastructure to a third party, the biggest of these challenges being trust. Our editorial team will strive to walk readers through the process of outsourcing their data and IT networks while remaining in control of the overall data management of their business.



Cloud Computing

Cloud computing is a major evolving industry. Analysts estimate that Cloud Computing sales by Irish firms could reach €9.5bn per annum by 2014 and provide jobs for approximately 8,600 people.

Cloud Computing transforms information technology into a low operating cost rather than an expensive capital investment. This has significant implications for small, medium and large enterprises across the Irish and European economy in terms of positive growth.



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