

# New Data Center Special Issue Sponsorship

## THE NEW DATA CENTER STRATEGIES AND TECHNOLOGIES FOR OPTIMIZING IT

A six-part editorial supplement series examining advanced IT trends and the tools, technologies and strategies organizations are employing to create their next-generation computing, storage and application architectures — topics of critical importance to Network and IT Executives developing the roadmaps for their new data centers.

Network and IT Executives consistently rely on the comprehensive, relevant information found in Network World's New Data Center Editorial Supplements. These special issues provide an opportunity for you to secure highly targeted leads and to reach your target audience in print, online and a special downloadable pdf.

### The New Data Center: What's new in data storage

*Issue Date: January 26*  
*Ad Close: January 9*

From heterogeneous, virtualized infrastructures to high-availability tiers created using new enterprise flash technology, here's a look at storage state-of-the-art.

### The New Data Center: The mobility affect

*Issue Date: March 16*  
*Ad Close: February 27*

What happens to the IT infrastructure when you approach it knowing your users will want access to corporate resources from any device, at any time and from anywhere they happen to be? How the mobility mandate is changing the enterprise IT.

### The New Data Center: Understanding cloud computing

*Issue Date: May 18*  
*Ad Close: May 1*

Name an IT company or big Web operation and chances are its throwing research-and-development or marketing dollars into cloud computing. Exploring the promise of internal and external cloud computing environments.

### The New Data Center: The next-generation network

*Issue Date: June 15*  
*Ad Close: May 29*

As enterprises scale out their virtual desktop, server and storage infrastructures, the network must become more virtualization-aware. How network companies are prepping for the next-generation data center.

### The New Data Center: Virtualization's next step

*Issue Date: August 17*  
*Ad Close: July 31*

As virtualization evolves from tactical to strategic, and its use whips through desktop, server and storage infrastructures, big challenges arise. How to take virtualization to the next stage, while keeping it manageable, secure and optimized.

### The New Data Center: Security for the virtual enterprise

*Issue Date: October 19*  
*Ad Close: October 2*

Keeping up with the ever-changing nature of the virtual enterprise is a daunting challenge for even the most seasoned IT security professionals. Tools, technologies and strategies for securing today's fluid environments.



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