

# "From Your Words to Their Networks"

In Their Words Special Advertising Section

How often have you or your boss wished you could put your own words in *Network World*? **In Their Words** is a special advertising section that allows you to do just that!

In today's marketplace you can't just market a product — you have to sell a solution — this new advertising section allows you the opportunity to position your solution to Network IT Executives who are seeking expert opinions and solutions to their networking problems.

## Your section in "IN THEIR WORDS" contains:\*

- COMPANY NAME
- The OVERVIEW
- The IT CHALLENGE
- The SOLUTION
- Logo or Product Shot
- Company PHONE NUMBER
- Company URL

\*Approximate specifications: 3"x9" column; 300 words (2,220 characters with spaces) with logo or product image. Required image resolution is 300 dpi, eps or jpg format.

## Join the Network World "IN THEIR WORDS" program.

Fill out and fax the form below to Enku Gubaie at 508-460-1192.

For questions, contact me at [egubaie@nww.com](mailto:egubaie@nww.com) or 508-490-6465.

ADVERTISING FEATURE

### In Their WORDS

Vendor Solutions for Your IT Challenges

**COMPANY:** The Siemon Company™

**OVERVIEW:** Established in 1963, Siemon™ specializes in the manufacture and innovation of high-performance network cabling solutions. One of only three network cabling companies with an global capabilities, Siemon offers the most complete, feature-rich suite of copper and fiber cabling systems available. With over 400 active patents specific to its cabling technology, Siemon's LSA™ (inserts) meets or exceeds industry standards, underpinning the company's long-term commitment to its customers and the industry.

**CHALLENGE:** According to the London Metal Exchange, the price of copper has increased in the past four years, rising over 50% between January and May of 2003 alone. With copper prices soaring globally and showing little sign of abating, network cabling companies have been forced to adjust copper cabling pricing accordingly.

**SOLUTION:** Through the standard accepted practice of cable sharing, Siemon's fully shielded category 750A 1000c cable system allows up to four applications to run over a single cable, potentially reducing the number of copper cabling channels. By virtue of its fully shielded design and advanced design, 750A cable allows multiple applications to run without external interference.

SAIF (SAIF) cable construction is further supported by the TERA 4 quadrants isolation system which can be easily reterminated in less than three minutes. When used in a standard 60 frequency, the combination of the TERA cable and TERA SAIF patch cords allows simple facilitation of cable sharing. As with traditional cabling systems, all four pairs of each cable are terminated in a single outlet. However, unlike an RJ interface, the TERA outlet can support up to 64 data pair outlets. These pair outlets in combination with the SAIF cable, reduce the need for additional splitters or adapters.

Depending on the applications, a single TERA cable can replace up to four copper channels. With copper prices significantly rising, the cost of cable, this reduction in total cable runs can provide an immediate cost benefit.

Learn more in-depth white paper detailing the price of cable sharing in a global setting at [www.siemon.com](http://www.siemon.com) or at [www.networkworld.com](http://www.networkworld.com)

**COMPANY:** RealOps, Inc.

**OVERVIEW:** RealOps is the pioneer and leader in defining the field of IT Process Automation solutions. RealOps solutions bridge people, processes, and technology within IT organizations — enabling customers to speed the resolution of critical IT service functions, minimize business service downtime and reduce operational costs.

**CHALLENGE:** RealOps understands that companies today rely on their IT organizations to provide the foundation for growth and profitability. To meet this challenge, IT is continually looking for ways to deliver services more efficiently and cost-effectively. Automating Problems, Changes and Service Manager processes, based on ITIL and other best practices, improves overall IT efficiency and reduces direct business value.

**SOLUTION:** RealOps AutoPilot™ products provide out-of-the-box automation, enabling service delivery organizations to provide higher quality of service at reduced costs to end users. Built on the industry leading RealOps Automation Management Platform (AMP)™, AutoPilot products for Problems, Changes and Service Management offer sophisticated condition based automation for the repetitive, manual tasks that Operations, IT and Customer Support personnel perform every day and enable companies to move closer to a self-managing computing and network infrastructure.

AutoPilot products provide comprehensive, pre-designed best practice process designs, key performance indicators and a guided expert that can be quickly implemented to deliver rapid time to value. The RealOps AutoPilot product suite helps organizations reduce the fighting, decrease human error, solve problems faster and reduce process complexity.

For instance, AutoPilot for Network Problem Management provides the capabilities you need to ensure successful management of the incident and problem lifecycle across your most generation network infrastructure. Using pre-defined, ITIL based processes, AutoPilot is easily integrated with your existing infrastructure to automate network problem diagnosis, triage and remediation activities.

For more information on RealOps IT Process Automation solutions please visit our website or give us a call.

**RealOps**  
Enabling IT Through Automation  
877.6.REALOPS (877.673.2587)  
[www.realops.com](http://www.realops.com)



800-945-4200 • [www.siemon.com](http://www.siemon.com)

## SPACE RESERVATION

Yes, sign me up for Network World's "IN THEIR WORDS."

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_