Media INFORMATION 2021

INTELLIGENT CIO

Providing Unparalleled Technology Intelligence

www.intelligentcio.com

A Lynchpin Media PUBLICATION

Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision makers in Europe, the Middle East, Africa, APAC and North America. We have a growing database of over 2.1 million global IT decision makers.

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements.

Lynchpin Media

Introduction

Intelligent CIO is a technology intelligence platform aimed at the enterprise IT sector to provide targeted updates and research-driven data. As part of Lynchpin Media, this platform gives complete and unparalleled advice to the regional technology community.

CIOs are increasingly required to demonstrate the business value of their projects and embrace the strategic benefits their businesses are striving to achieve. Against this backdrop, there is also a growing need for IT plans to include strong business justifications alongside the well worn IT metrics that typically examine application delivery in isolation.

Intelligent CIO strives to bridge this gap between the traditional role of the CIO and the new-age demands weighing in on this pivotal business role.

Spreading our resources across print, digital and events, Intelligent CIO endeavours to guide CIOs of Europe, the Middle East, Africa, APAC and North America with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the voice of the IT industry, encompassing the voice of vendors, distributors and resellers, right down to you, the end user.

With social media supporting all of the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.

This platform gives complete and unparalleled advice to the regional technology community.

It guides CIOs with thought leadership, industry expertise, knowledge sharing and practical platforms.

Intelligent CIO is aimed at the enterprise IT sector to provide targeted updates and research-driven data.

Content is delivered across all platforms, enabling readers to consume content on their preferred devices.

APAC
INTELLIGENT CIO
Providing Unparalleled Technology Intelligence
A Lynchpin Media PUBLICATION
ISSUE 04 // www.intelligentcio.com
EFFICIENCY IMPROVEMENTS
Council reviews critical processes with Nintex Promapp
KEY BENEFITS
Changing to a scale-out data storage approach
SINISTER SURGE
Threat Hunting Report reveals dramatic rise in e-crime activity
TRANSFORMING THE SKILLS BASE
Richard Elliott, Head of IT Transformation at the University of Auckland, talks about transforming the skills base of a high-calibre IT team at one of the world's top universities

AMERICA
INTELLIGENT CIO
Providing Unparalleled Technology Intelligence
SUPERIOR SERVICE
AUTOMATION SUPPORT
SAFETY FIRST
PHENOMENAL RESULTS

AFRICA
INTELLIGENT CIO
Providing Unparalleled Technology Intelligence
A Lynchpin Media PUBLICATION
ARTIFICIAL INTELLIGENCE
STATE OF THE CIO
INTELLIGENT EDGE
UNIFIED CASH MANAGEMENT

EUROPE
INTELLIGENT CIO
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A Lynchpin Media PUBLICATION
ISSUE 33 // www.intelligentcio.com
THREAT EVOLUTION
McAfee expert discusses its report showing cyberthreats during COVID-19
CYBERSKILLS CHALLENGE
How to close the cyberskills gap while COVID-19 drives workforce cuts
HISTORIC TRANSFORMATION
Vatican Apostolic Library keeps the past alive with modern technology
SEAMLESS TRANSITION
Derek Winskill, CIO, TT Electronics, explains how the global provider of engineered electronics managed to seamlessly rollout remote working during a global pandemic using Zscaler's solution.

MIDDLE EAST
INTELLIGENT CIO
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A Lynchpin Media PUBLICATION
GITEX PREVIEW
CLOUD INFRASTRUCTURE
EDGE COMPUTING
ENTERPRISE FOCUS

INTELLIGENT CIO

Providing Unparalleled Technology Intelligence

As of 1 December 2020, Intelligent CIO communicates with more than 2.1 million IT professionals globally. In addition to our new APAC and North America versions, 2021 will see our audience grow and we expect to reach three million people in the industry.

Our AUDIENCE

The CIO's role is more complex than ever. Budget constraints combined with companies increasingly expecting more in terms of Digital Transformation, make the role of the CIO all the more challenging.

Intelligent CIO provides them with the very latest information and intelligence to help them make the important decisions. Our integrated platforms enable the industry to receive the content they need in a manner that suits them. Our unparalleled understanding of this audience is what enables Intelligent CIO to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms.

Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience. Working with these partners also helps us understand further the pain points faced by a CIO and helps educate them on the solution in which they need to invest.

While a CIO controls the project, we believe that a company should communicate with everybody involved in the process. Today's IT Manager is often tomorrow's CIO and the correct positioning and communication to the industry as a whole can prove an effective long-term plan. Intelligent CIO provides an integrated platform that reaches this audience.

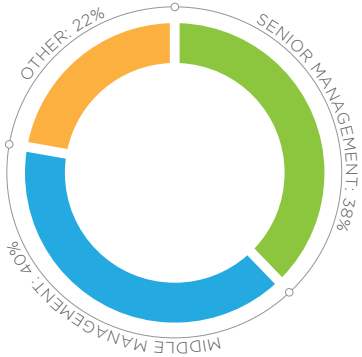
*BFSI: Banking and Financial Services Industry

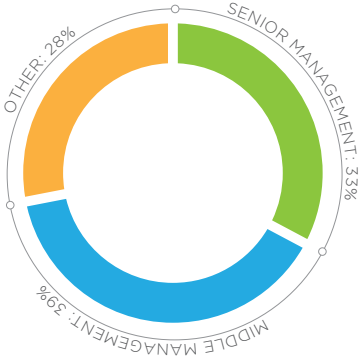
MIDDLE EAST

EUROPE

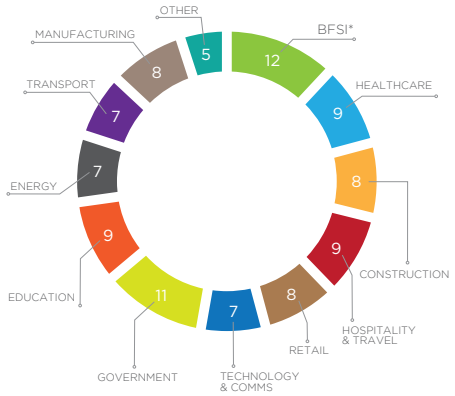
% AUDIENCE BY JOB TITLE

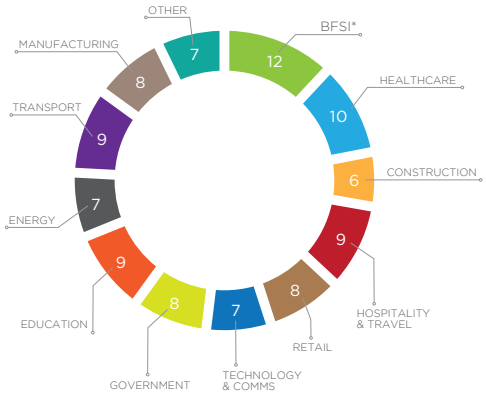
SENIOR MANAGEMENT: C-suite execs, MDs, GMs ITDM, FDs, VPs & owners
MIDDLE MANAGEMENT: IT/ network managers, finance managers, dept head, project managers & consultants
OTHER: Engineers, system analysts, technicians, IT channel



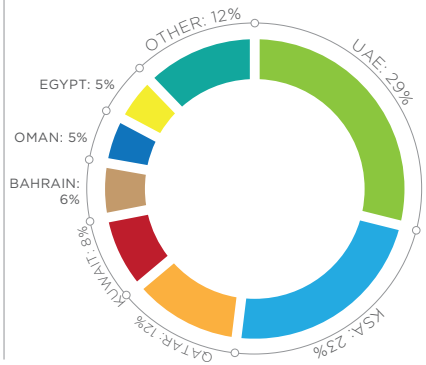


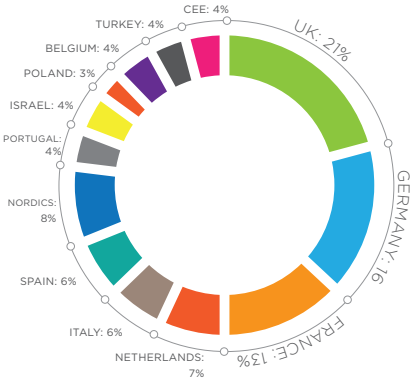
% AUDIENCE BY INDUSTRY





% AUDIENCE BY COUNTRY

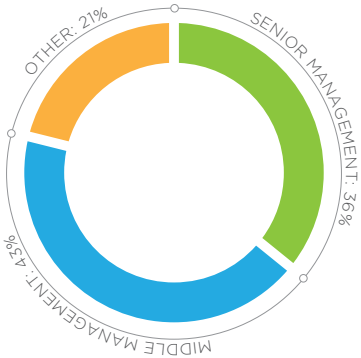


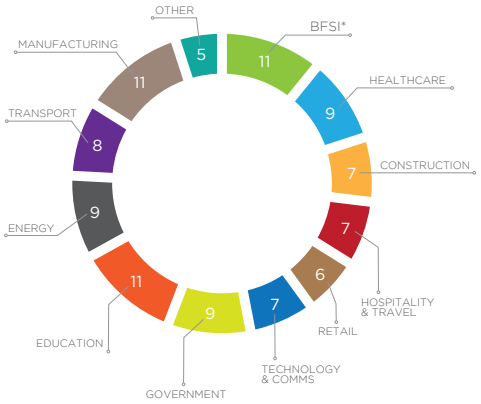


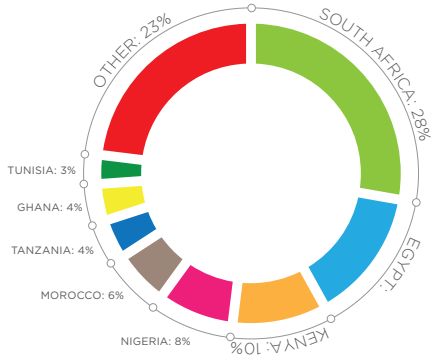
As of 1 December 2020, *Intelligent CIO Middle East* reaches 308,912 industry professionals.

As of 1 December 2020, *Intelligent CIO Europe* reaches 494,421 industry professionals.

AFRICA

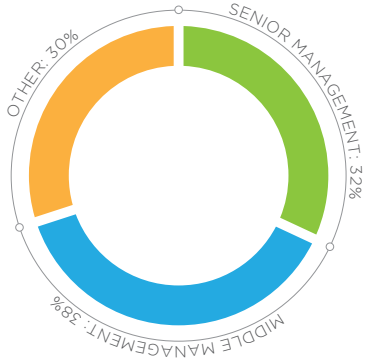


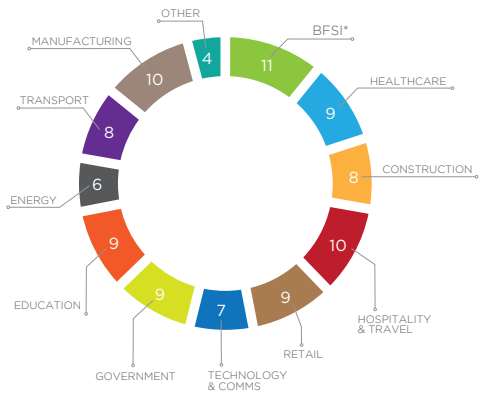


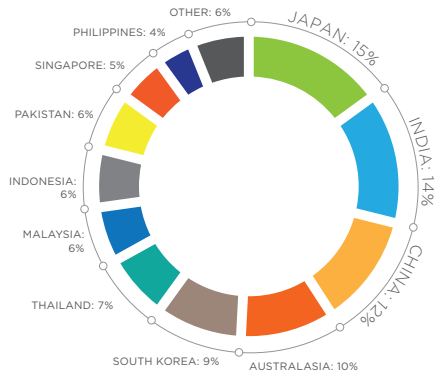


As of 1 December 2020, *Intelligent CIO Africa* reaches 185,241 industry professionals.

APAC

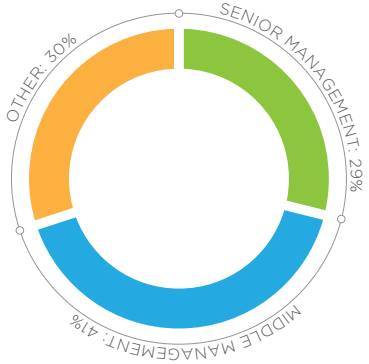


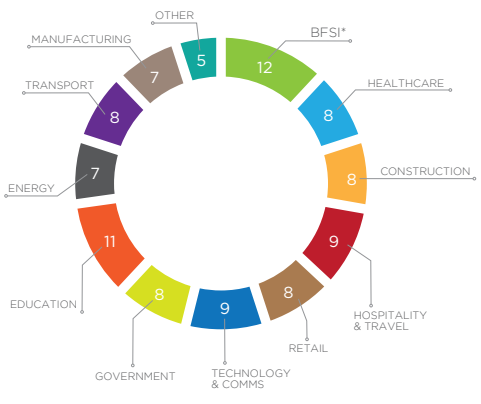


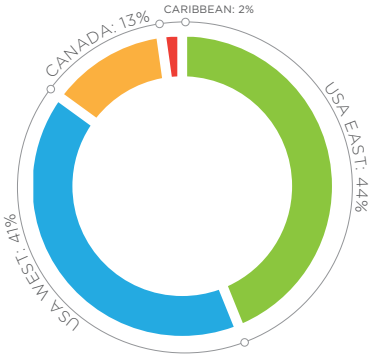


As of 1 December 2020, *Intelligent CIO APAC* reaches 286,198 industry professionals.

NORTH AMERICA







As of 1 December 2020, *Intelligent CIO North America* reaches 449,320 industry professionals.

Providing CIOs with the latest information and intelligence to help them make the important decisions.

Strategic partnerships with regional industry bodies, events and research companies.

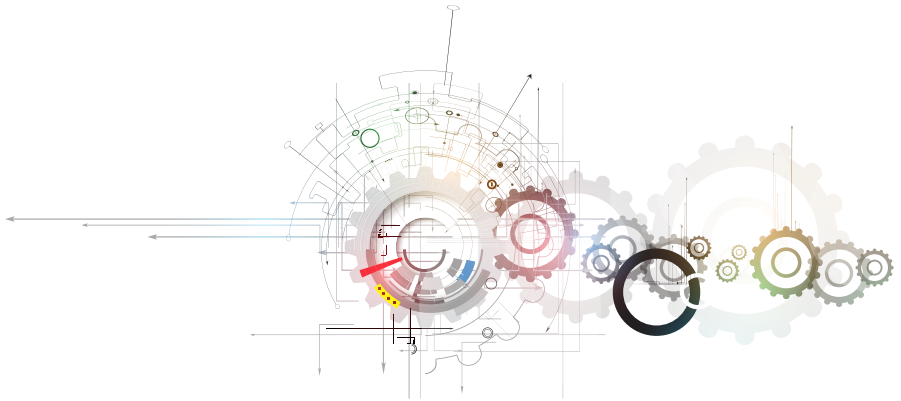
INTELLIGENT CIO
Providing Unparalleled Technology Intelligence

Our SECTIONS

Intelligent CIO is made up of several technology and industry vertical sections, providing the latest information, trends and intelligence. This helps technology decision makers make more informed purchasing decisions.

All of these sections can be sponsored and we have various partner packages available with global, regional and country benefits possible. This helps organisations position their brand with the right market for them and helps target a particular sector that suits the solution.

In addition to our regular sections, we are also able to build bespoke campaigns tailored to the partner's requirements and designed with a specific goal in mind. Get in touch and find the right platform to grow your brand and reach the right audience to grow your business.



TECHNOLOGY

- **INTELLIGENT** CABLING
- **INTELLIGENT** ENTERPRISE SECURITY
- **INTELLIGENT** MOBILE TECHNOLOGY
- **INTELLIGENT** SOFTWARE FOR BUSINESS
- **INTELLIGENT** CLOUD TECHNOLOGY
- **INTELLIGENT** DATA CENTRES

VERTICALS

INTELLIGENT AVIATION TECHNOLOGY

INTELLIGENT GOVERNMENT TECHNOLOGY

INTELLIGENT TRADE & LOGISTICS TECHNOLOGY

INTELLIGENT ENERGY TECHNOLOGY

INTELLIGENT RETAIL TECHNOLOGY

INTELLIGENT CONSTRUCTION TECHNOLOGY

INTELLIGENT HOSPITALITY TECHNOLOGY

INTELLIGENT AGRICULTURE TECHNOLOGY

INTELLIGENT BANKING & FINANCE TECHNOLOGY

INTELLIGENT EDUCATION TECHNOLOGY

INTELLIGENT TELECOMS TECHNOLOGY

INTELLIGENT MANUFACTURING TECHNOLOGY

INTELLIGENT HEALTHCARE TECHNOLOGY

INTELLIGENT TRANSPORT TECHNOLOGY

INTELLIGENT BROADCAST TECHNOLOGY

INTELLIGENT GREEN TECHNOLOGY

INTELLIGENT CIO

Providing Unparalleled Technology Intelligence

141

Is the number of countries we have delivered campaigns in. Our content syndication and lead generation services are used by many global agencies and in some regions we are used exclusively to deliver the desired number of leads.

6

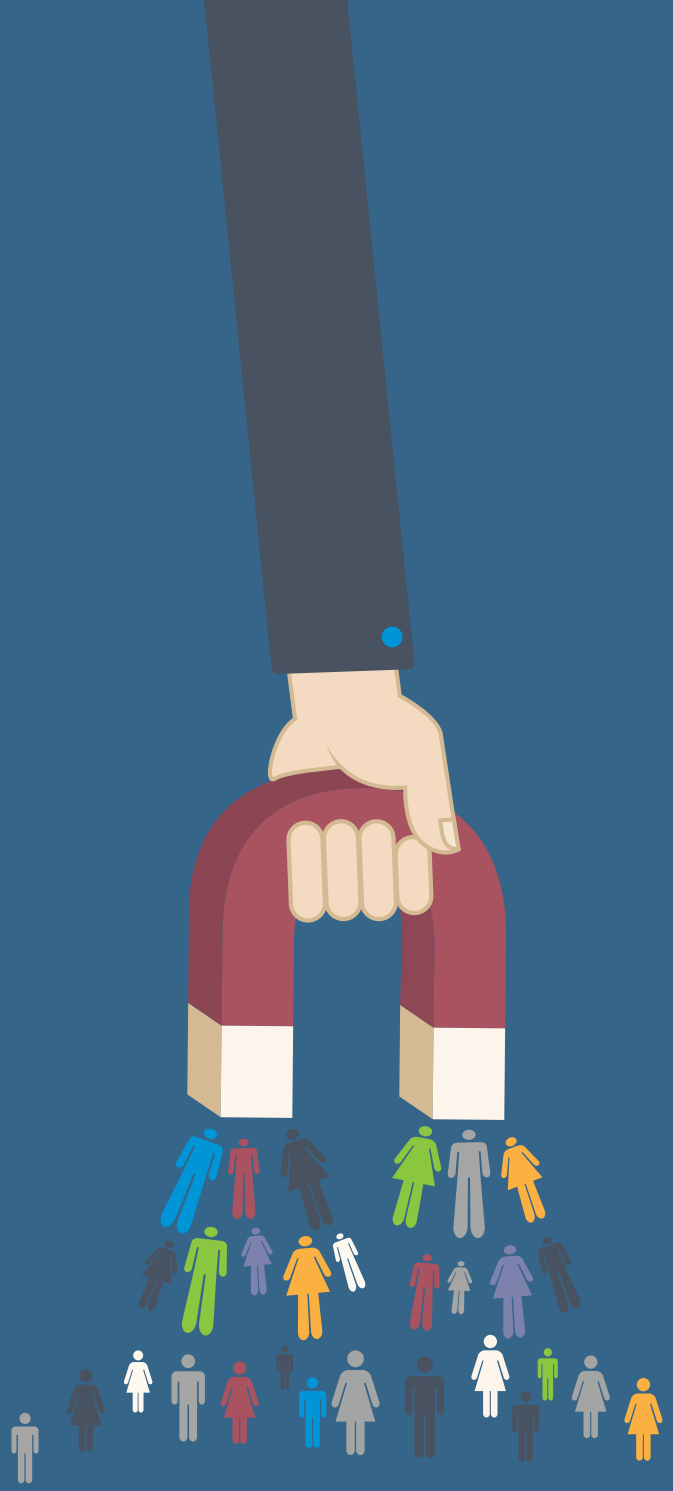
Each campaign is different. We always guarantee our clients a minimum of six white papers sent to the Intelligent CIO audience. This is effective at helping complete the campaign and positions the client as a thought leader and gives brand awareness.

3

White papers. To improve the results and ensure campaigns are delivered in the agreed time frame, we request a minimum of three white papers. These can then be shared across the Intelligent CIO platforms and improve the overall campaign messaging.

2.1 million

Is the total reach of Intelligent CIO. Our partnerships with global event organisations and other strategic partners means this number continues to rise. With further new markets coming online, this number will be sure to increase in 2021.



Intelligent CIO LEAD GENERATION

VIA CONTENT SYNDICATION

GEOGRAPHY

More is not always best. The Intelligent CIO audience can be divided by region or country. Even certain cities can be the focus. This helps our clients run far more targeted campaigns.

INDUSTRY

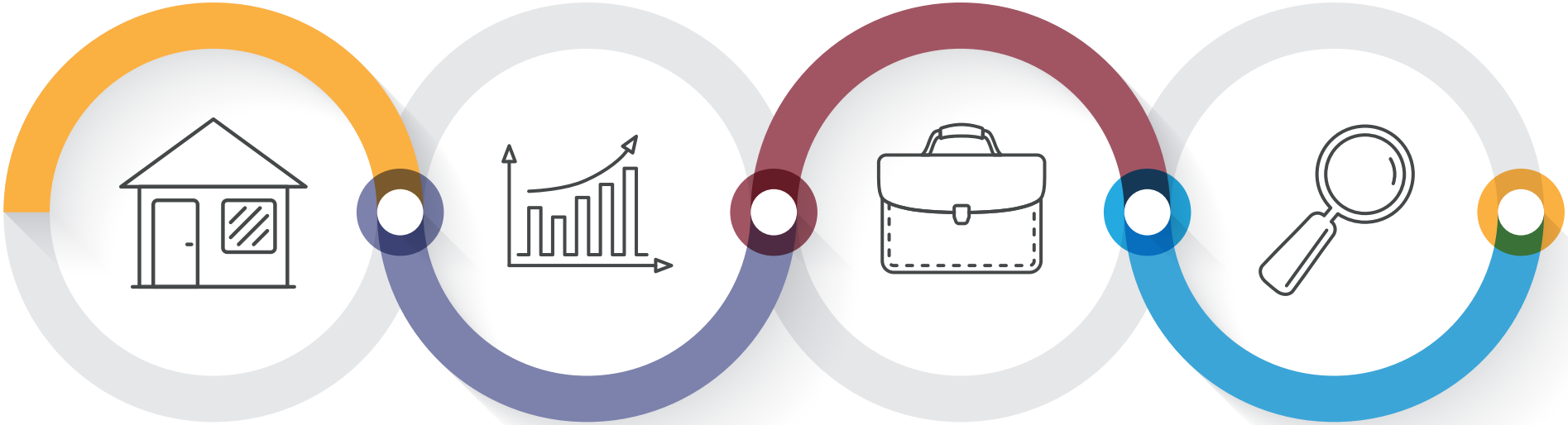
Not all products are right for every industry. Your campaign can be focused on the markets you know need to invest in your solution.

JOB TITLE

Different people have different responsibilities. Reach the person that you believe is the one who has the authority and knowledge to purchase from your company.

COMPANY SIZE

Square pegs and round holes? Your product may suit a particular company size. Let us help identify those companies looking at making investments in the near future.



Targeted AUDIENCE

Our clients understand their customers and how their technology can be deployed. Our lead generation campaigns can help prevent marketing professionals from wasting their budget and ensure a better return on investment. When working with Intelligent CIO, the client can select the audience from key criteria.

Understanding who they sell to or identifying a specific sector they want to reach helps the client to select the correct audience to position their brand or product towards.

These campaigns can be delivered as stand-alone lead generation campaigns or integrated with other Intelligent CIO platforms.

INTELLIGENT CIO

Providing Unparalleled Technology Intelligence

Results-driven marketing has meant that budget spend is scrutinised and all campaigns have expectations associated with them. The partnerships we deliver and the campaigns we manage provide results that when 'fed' into the right CRM, or similar inside sales programme, can be measured and a definitive pipeline and the subsequent sales identified.

In addition to the measurable ROI element, our sponsorships are around content and positioning your company better to the end user. Intelligent CIO gives you the opportunity to be viewed as a thought leader.

Why SPONSOR

STRATEGIC MARKETING PROGRAMMES

Intelligent CIO's converged marketing programmes offer a strategic means to improve your engagement with IT decision makers. Our team can work in collaboration with your own PR and marketing members to develop a range of content such as video, editorial thought leadership articles, social media campaigns and other content rich media campaigns.

CIOs will download a plethora of content when making a purchasing decision; our strategic marketing programmes can help ensure that your organisation has that content featured and in front of the right people while they are making these decisions.

Our post-campaign reports will highlight all the content created and the positioning, and provide you with an overview of the results achieved.

Making the market aware of your latest products/solutions.

Content syndication campaigns to build on your awareness activity.

Managing your campaign for delivery across multiple platforms.

Putting together a content plan that aligns with your campaign.

Our 360º integrated campaigns are suited to companies who want to position their brand as a thought leader for a technology or a particular industry vertical. This ensures the brand is recognised as a market leader.

The campaign can help customers identify your company as a forward-thinking provider and the company to trust when looking at implementing a particular solution. You will be given the platform to educate and share the right knowledge.

BRAND AWARENESS

Often overlooked in today's result-orientated market, we enable you to make the market aware of your latest products/ solutions and help improve your brand awareness and understand what you offer as a technology provider in the market.

LEAD GENERATION

Our content syndication campaigns build on your awareness activity and enable you to identify those customers looking to invest in your solutions. These provide the ROI element of our campaigns and allow you to measure the results.

MULTI-PLATFORM CAMPAIGNS

With CIOs now using more ways than ever to receive content, we manage your campaign so that the content can be delivered across multiple platforms. The content delivered can consist of different media suitable to particular channels.

CONTENT PLANNING

To drive the thought leadership process, our team of editors will put together a content plan that aligns with your campaign. This sustained messaging helps bring attention of your solution to the market and improve the IT decision makers knowledge.

INTELLIGENT CIO

Providing Unparalleled Technology Intelligence

Sponsorship PACKAGES

WE COVER

N AMERICA AUDIENCE
449K

EUROPE AUDIENCE
494K

APAC AUDIENCE
286K

AFRICA AUDIENCE
185K

MIDDLE EAST AUDIENCE
309K

TIER 1

REGIONAL	
3 MONTHS	US$14,000
6 MONTHS	US$26,000
12 MONTHS	US$40,000

GLOBAL	
3 MONTHS	US$25,000
6 MONTHS	US$47,000
12 MONTHS	US$80,000

INTELLIGENT PARTNERSHIPS

Banking and Finance
Government
Energy
Enterprise Security
Cloud
Retail
Healthcare

TIER 2

REGIONAL	
3 MONTHS	US$12,000
6 MONTHS	US$23,000
12 MONTHS	US$35,000

GLOBAL	
3 MONTHS	US$23,000
6 MONTHS	US$45,000
12 MONTHS	US$70,000

INTELLIGENT PARTNERSHIPS

Data centres
Mobile
Software
Education
Broadcast
Hospitality
Construction

TIER 3

REGIONAL	
3 MONTHS	US$11,000
6 MONTHS	US$20,000
12 MONTHS	US$34,000

GLOBAL	
3 MONTHS	US$21,000
6 MONTHS	US$43,000
12 MONTHS	US$60,000

INTELLIGENT PARTNERSHIPS

Trade and export
Cabling
Aviation
Manufacturing
Telecoms
Transport
Agriculture

Sponsorship BENEFITS

1 LEAD GENERATION

Lead generation campaigns through white paper downloads
Your white papers to be featured run of site (these banners are rotated)
White papers hosted in our dedicated online library

* Number of leads to be determined by the criteria selected

2 THOUGHT LEADERSHIP

Editorial contribution positioning your organisation as a thought leader
Sponsored monthly digital newsletter with your branding and content
Your white papers to be included in the 'Latest intelligence' section

3 AWARENESS

Your logo featured on print and online sections as the Intelligent Partner
Full page advertisement to appear in the relevant sponsored section
A minimum of two digital banners located in the Intelligent section
Sponsored two-page section in the magazine

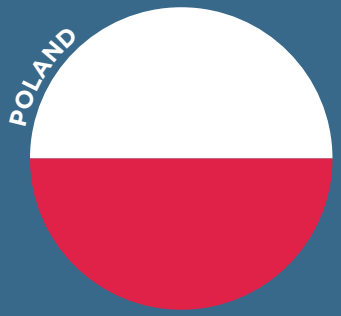
BESPOKE PARTNERSHIPS

Can't find what you're looking for?

Intelligent CIO can tailor a partnership to suit your own requirements. This can be across multiple regions, different technology focuses or just a chance to align with a new corporate message. Being a young, nimble, digital company allows us to work closely with partners in developing strategic campaigns bespoke to their needs.

- THOUGHT LEADERSHIP
- CONTENT RICH CAMPAIGN
- VIDEO CONTENT CREATION
- SOCIAL MEDIA SUPPORT
- TARGETED REGIONAL CAMPAIGNS
- TARGETED COUNTRY CAMPAIGNS

CONTACT US for more information about how we can help you.



For 2021, Intelligent CIO will be highlighting the upcoming technology companies in countries that are showing growth and leading the way in terms of innovation.

The special focus supplements will be shared across ALL Intelligent CIO brands, enabling our partners to reach a vast audience across multiple regions and will provide a new platform where they can showcase their products and solutions.

Partnerships will be limited to six companies per country and include a number of benefits, including brand awareness, content creation and lead generation.

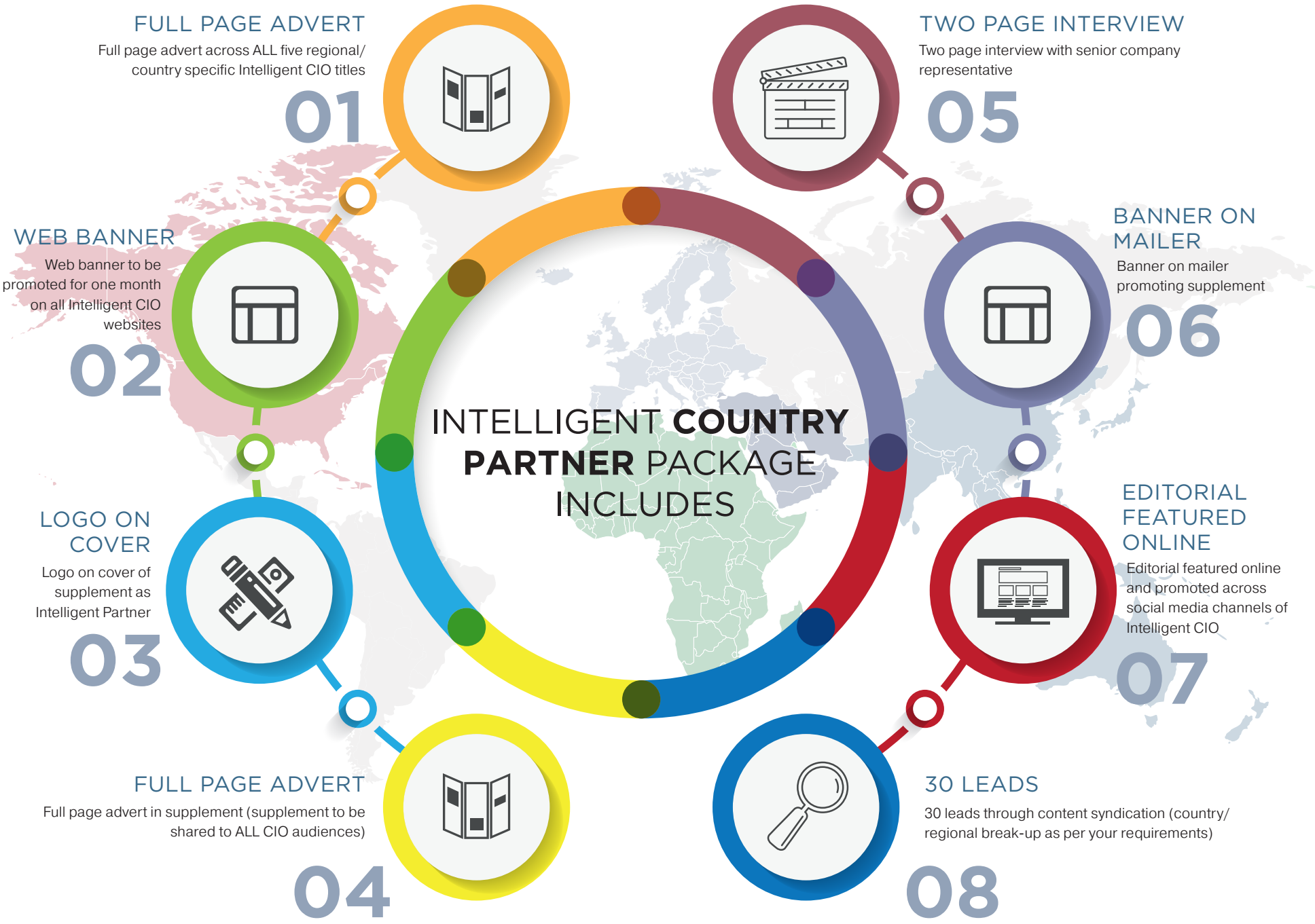
Country TECHNOLOGY FOCUS

2021 COUNTRY FOCUS INCLUDES:

Special intelligent country partnership US$6,000.

Reach more than 300,000 IT professionals from across key regions for a minimum investment.

Please note additional leads can be included for additional $.


FULL PAGE ADVERT
Full page advert across ALL five regional/ country specific Intelligent CIO titles
01
TWO PAGE INTERVIEW
Two page interview with senior company representative
05
WEB BANNER
Web banner to be promoted for one month on all Intelligent CIO websites
02
BANNER ON MAILER
Banner on mailer promoting supplement
06
INTELLIGENT COUNTRY PARTNER PACKAGE INCLUDES
LOGO ON COVER
Logo on cover of supplement as Intelligent Partner
03
EDITORIAL FEATURED ONLINE
Editorial featured online and promoted across social media channels of Intelligent CIO
07
FULL PAGE ADVERT
Full page advert in supplement (supplement to be shared to ALL CIO audiences)
04
30 LEADS
30 leads through content syndication (country/ regional break-up as per your requirements)
08

INTELLIGENT CIO

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For 2021, Intelligent CIO will be highlighting the new technologies that are becoming an essential consideration and investment for enterprises across the globe.

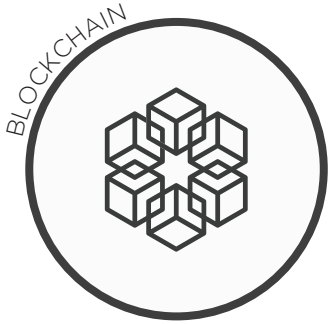
The special focus supplements will be shared across ALL Intelligent CIO brands, enabling our partners to reach a vast audience across multiple regions and will provide a new platform where they can highlight their innovative solutions and how these solutions will change the way enterprises operate in 2020 and for years to come.

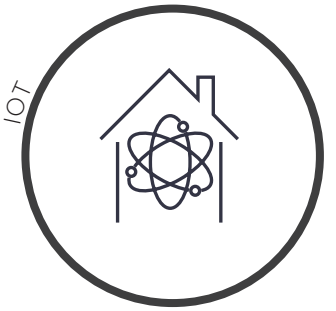
Partnerships will be limited to six companies and include a number of benefits including brand awareness, content creation and lead generation.

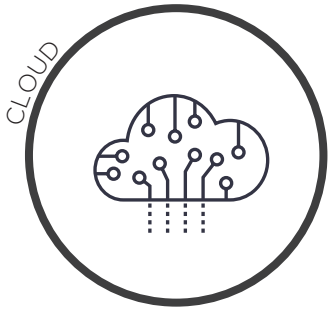
Position your company as an innovator and a leader in your technology and reach global decision makers.

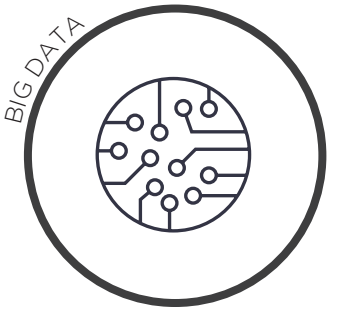
Technology FOCUS

2021 TECHNOLOGY FOCUS INCLUDES:









Special intelligent technology partnership US$6,000.

Reach more than 300,000 IT professionals from across key regions for a minimum investment.

Please note additional leads can be included for additional $.

FULL PAGE ADVERT
Full page advert across ALL five regional/country specific Intelligent CIO titles

WEB BANNER
Web banner to be promoted for one month on all Intelligent CIO websites

LOGO ON COVER
Logo on cover of supplement as Intelligent Partner

FULL PAGE ADVERT
Full page advert in supplement (supplement to be shared to ALL CIO audiences)

TWO PAGE INTERVIEW
Two page interview with senior company representative

BANNER ON MAILER
Banner on mailer promoting supplement

EDITORIAL FEATURED ONLINE
Editorial featured online and promoted across social media channels of Intelligent CIO

30 LEADS
30 leads through content syndication (country/regional break-up as per your requirements)

INTELLIGENT CIO

Providing Unparalleled Technology Intelligence

We have seen many important changes in media consumption over recent years, as the market continues to have more trust in advertising in magazines. It seems the power of the printed word still rings true and has great value when companies are evaluating their advertising.

Intelligent CIO can help your business position a brand or product in front of a high-level audience. We provide clients with a plethora of marketing options and packages that can provide excellent value for money. The magazine is distributed in print and digital formats to suit the reader's requirements and help provide our advertisers with better ROI for their spend.

Intelligent CIO reaches more than 10,000 IT professionals with print versions of the magazine. The magazine is also available for our audience to download and is distributed extensively using social media and digital platforms.

Magazine ADVERTISING

The magazine is distributed in print and digital formats to suit the reader's requirements.

Intelligent CIO is the integrated media platform that provides clients with the tools to grow their business.

Digital ADVERTISING

Intelligentcio.com provides visitors with all the information they need, including the latest news, information and intelligence for the technology sector. It ensures a growing following among the region's IT professionals and the decision makers leading the current innovation upgrades we see happening around us.

Our digital advertising can help market your company effectively, whether it's a new product launch, rebranding, or to promote an event. With regular newsletters driving traffic, and visitors downloading our free whitepapers, there are many reasons for visitors to come back to the site daily and see your digital advertising. For those wanting more bespoke digital campaigns, we are happy to propose ideas that can help set your brand apart from your competition and we aim to produce campaigns that deliver the ROI you expect. Intelligent CIO is the integrated media platform that provides clients with the tools to grow their business, using our unique lead generation activities, and increase their regional visibility through our media channels.

INTELLIGENT CIO

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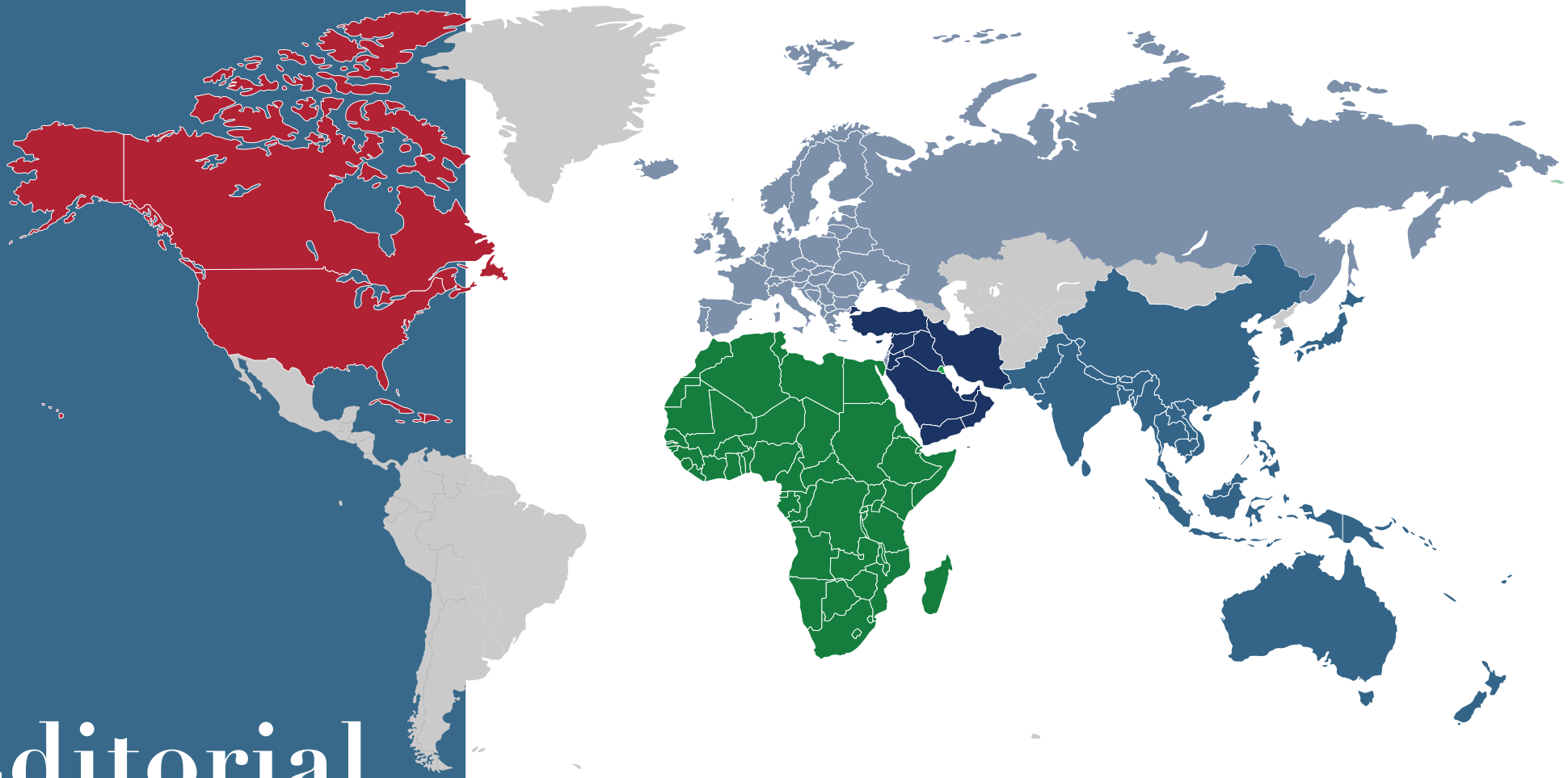

Editorial PLAN

Plan your PR and marketing activities with Intelligent CIO; our editorial calendar helps our clients align their messaging with upcoming features. Intelligent CIO guides CIOs of Europe, the Middle East, Africa, APAC and North America with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the voice of the IT industry, encompassing the voice of vendors, the channel and the all important end user.

2021

MIDDLE EAST

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
FEATURE 1	2021 technology outlook & predictions	Network Security	Enterprise storage	ERP	Security Operations Centre	Business Continuity	Machine Learning	Big Data	GITEX preview	State of the CIO	RPA	2022: The CIO's priority
FEATURE 2	Cloud solutions	Data Centre Infrastructure	5G	Business analytics	IoT	Drones & robotics	Remote Working	Disaster Recovery	Digital Transformation	Skills & training	Endpoint protection	Artificial Intelligence
COUNTRY FOCUS	Turkey	Kuwait	Lebanon	Qatar	Egypt	UAE	Kingdom of Saudi Arabia	Oman	Bahrain	Jordan	Iraq	Egypt
INDUSTRY	Government	Banking & Finance	Manufacturing	Retail	Aviation	Energy	Hospitality	Trade & logistics	Telecoms	Education	Transport	Healthcare

AFRICA

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
FEATURE 1	2021 Tech Outlook & Predictions	Cloud solutions	Business Continuity	Enterprise storage	Data Centre Infrastructure	ERP	Endpoint protection	Blockchain	Managed Print Services	State of the CIO	SDN	2022: The CIO's priority
FEATURE 2	Network Security	Artificial Intelligence	IoT	Security Operations Centre	5G	Disaster Recovery	Digital Transformation	Machine Learning	Skills & training	Smart Cities	Big Data	Drones & robotics
COUNTRY FOCUS	South Africa	Kenya	Nigeria	Rwanda	Botswana	Ghana	Egypt	Namibia	Senegal	Morocco	Tanzania	Angola
INDUSTRY	Healthcare	Transport	Education	Telecoms	Trade & logistics	Hospitality	Energy	Aviation	Retail	Manufacturing	Banking & finance	Government

EUROPE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
FEATURE 1	2021 technology forecast	Disruptive technology	Mobile Workforce	Digital Transformation	Customer experience	Passwordless future	Edge Computing	Mobile security	IoT	State of the CIO	Smart Cities	2022: The CIO's priorities
FEATURE 2	Data management	Cloud management	5G	Green data centres	Cyberskills	Data centre solutions	Artificial Intelligence	Threat analysis	Securing multi-cloud	Software	Mobile technology	Cybersecurity
COUNTRY FOCUS	Nordic	France	Germany	Spain	Italy	UK	Turkey	Netherlands	Israel	Switzerland	Poland	Belgium
INDUSTRY	Retail	Construction	Education	Telecoms	Healthcare	Banking & finance	Transport	Broadcast	Hospitality	Government	Manufacturing	Energy

APAC

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
FEATURE 1	Email security	Digital Transformation	Artificial Intelligence	Cloud solutions	5G	Network security	Disaster Recovery & Business Continuity	Network security	Analytics	CIO strategies	Identity & access management	2022: The CIO's priorities
FEATURE 2	Storage solutions	Software	Endpoint security	The Edge	Data centres	Training	Insider threats	Remote working	Modern workplace	Data security	Cybersecurity	IoT
COUNTRY FOCUS	Indonesia	Japan	Pakistan	Singapore	South Korea	Thailand	Vietnam	Malaysia	Philippines	Australasia	China	India
INDUSTRY	Government	Education	Telcos	Manufacturing	Energy	Aviation	Hospitality	Trade & Logistics	Healthcare	Retail	Banking & finance	Transport

N AMERICA

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
FEATURE 1	Email security	Digital Transformation	Artificial Intelligence	Cloud solutions	5G	Network security	Disaster Recovery & Business Continuity	Network security	Analytics	CIO strategies	Identity & access management	2022: The CIO's priorities
FEATURE 2	Storage solutions	Software	Endpoint security	The Edge	Data centres	Training	Insider threats	Remote working	Modern workplace	Data security	Cybersecurity	IoT
COUNTRY FOCUS	East Coast	Canada	Caribbean	West Coast	East Coast	Canada	Caribbean	West Coast	East Coast	Canada	Caribbean	West Coast
INDUSTRY	Government	Education	Telcos	Manufacturing	Energy	Aviation	Hospitality	Trade & Logistics	Healthcare	Retail	Banking & finance	Transport

We understand that we need to provide clients with more; we are always looking to add additional services to the Intelligent CIO brand. Currently we offer several strategic services that complement Intelligent CIO and the programmes we provide clients. This is an area we focus on; we continually work towards developing fresh ideas and new ways for our clients to engage with the end user. If you have any requirements that you can't see covered here, then get in touch; we believe a solution can be found and we love collaborating on new initiatives. IF it isn't us, then we have a network of partners with whom we often work.

Brand EXTENSIONS

BRAND

CONTENT CREATION

Through our strategic content services, we can create bespoke content packages aligned with clients' key messaging. We'll work with you to build content ranging from surveys and supplements to technical articles and thought leadership.

We also have an exciting range of video content solutions through our Intelligent Briefings brand.

INTELLIGENT BRIEFINGS

DATA SERVICES

Many of our clients have requested for us to develop a targeted list of IT professionals. These could relate to countries or industries and can be tailored to your specific needs.

RESEARCH

Understanding market trends can help put you a step ahead. We are continually researching what the market is investing in and understanding more about the concerns facing IT decision makers today and tomorrow.

CXO PRIORITIES

Engagement is essential and our new CXO Priorities services and series of events will help you achieve this. A mix of research, reports and roundtables ensures the very best results for our partners and provides the platform many need.

cxo priorities

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