



Cloud Computing Set to Unleash a Perfect Storm in Business

A Corporate-Sponsored Digital Advertising Production

Hosted By: [Peter Fingar](#)

Peter's most recent book: [Dot.Cloud](#)

FVG VIRTUAL 'CLOUD' CHANNEL TO [LAUNCH ON](#)

Economist.com

MONTHLY WORLDWIDE UNIQUE VISITORS: **3,452,807** | MONTHLY WORLDWIDE PAGE VIEWS: **23,822,218**

Eight time best-selling author **Peter Fingar** shares the future of cloud computing with business decision makers through interviews with industry leaders, their customers, case studies, and more...

Cloud Computing Set to Unleash a Perfect Storm in Business is a high quality digital production that will deliver valuable information about cloud computing solutions to millions of business decision-makers that turn to the Economist.com regularly. In the past, IT was about productivity; now it's about collaboration, a shared information base, and collective intelligence. Buckle up and get ready to win in this brave new world. In this digital production, we will explore how cloud computing can:

- ✔ Deliver *elastic* scalability, up or down, pay as you go
- ✔ Decrease time from idea-to-launch for products and projects
- ✔ Improve customer service and support, while cutting costs
- ✔ Transform customers into corporate communities
- ✔ Mine the Internet for data intelligence on markets and customer trends
- ✔ Launch new applications in days (or less), rather than months
- ✔ Present intelligent business consoles to map precise business metrics
- ✔ Quickly assemble new end-to-end business processes
- ✔ Bring economies to finance, health care, manufacturing, government

ONLINE HOST Peter Fingar is an internationally recognized expert on business process management and business strategy. He is a former CIO and practitioner with over thirty years of hands-on experience at the intersection of business and technology. Peter has taught graduate computing studies and has held management, technical and advisory positions with GTE Data Services, American Software and Computer Services, Saudi Aramco, EC Cubed, the Technical Resource Connection division of Perot Systems and IBM Global Services. In addition to numerous articles and professional papers, he is an author of nine best-selling books including the just released *Dot Cloud: The 21st Century Business Platform Based on Cloud Computing*. Peter has delivered keynote talks and papers to professional conferences across the globe.

OUR PARTNERS

Cloud Slam Events, producers of **Cloud Slam '10**. This premier virtual Cloud Computing event will be held April 19 - 23, 2010. Visit cloudslamevent.com

THINKstrategies is an on-demand strategic consulting services company founded in 2001 to help clients capitalize on the migration of the technology industry from a product-centric to a services-driven business model. Visit THINKstrategies.com | msp-showplace.com | saas-showplace.com

Antonio Piraino, Research Director - Hosting & Cloud Computing at Tier 1 Research is a regular speaker at managed hosting, virtualization and Cloud Computing conferences, and author of the managed hosting and Cloud Infrastructure series reports. Antonio also serves as the Conference Director for Tier1's European Hosting Transformation Summit. View [Antonio Piraino's Bio](#)

LAUNCH DATE: MARCH 22, 2010

DEADLINE: FEBRUARY 15, 2010

YOUR "SEGMENT" INCLUDES:

DETAILS & END OF YEAR PRICING ON NEXT PAGE →

ABOUT FVG VIRTUAL CHANNEL

FVG Virtual Channel produces corporate-sponsored interactive digital advertising productions designed to educate & engage business decision-makers about timely topics relevant to evolving their business. These productions are multi-media video 'segments' that can automatically sequence according to basic viewer input. Each segment is infused with highly qualifying lead-generation methods, a valuable benefit to our corporate sponsors.

Since 1994 we've partnered with leading global authorities to custom publish some of the largest and most successful special advertising sections that have appeared in FORTUNE and BUSINESSWEEK magazines. And, we have extensive experience in developing patented advanced learning technologies. The synthesis of these capabilities brings the concept of e-learning to advertising in uniquely engaging ways. Explore fvg.com



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Sponsorship Opportunities:

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ALL SPONSORS RECEIVE:

- A listing on the digital *Table of Contents* (categorized for easy navigation)
- Introduction to your 'segment' by Peter Fingar
- Editing and compositing of your supplied video into the production
- Valuable lead generation opportunities
- Opportunity to have your segment distributed via other 'virtual channels,' on the Internet, cable, cell phone, etc.

Platinum Sponsorship: 4 minute segment

- Prime positioning in the production and on the *Table of Contents*
- One minute introduction by Peter Fingar establishing your company as a leader in its space
- CGI animations and imagery depicting "what's going on in the "Cloud"
- Your content is updatable daily, weekly or monthly
- Executive interview with host Peter Fingar illustrating a success story or case study with customer testimonial
- Live coverage availability in your segment
- Unique and substantial lead generation capabilities
- COST: \$19,900

Gold Sponsorship: 3 minute segment

- Prime positioning in the production and on the *Table of Contents*
- 45 second introduction by Peter Fingar establishing your company as a leader in its space
- CGI animations and imagery depicting "what's going on in the "Cloud"
- Executive interview with host Peter Fingar illustrating a success story or case study with customer testimonial
- Unique and substantial lead generation capabilities
- COST: \$13,800

Silver Sponsorship: 2 minute segment

- 30 second introduction by Peter Fingar establishing your company as a leader in its space
- CGI animations and imagery depicting "what's going on in the "Cloud"
- Executive interview with host Peter Fingar illustrating a success story
- COST: \$6,900

Bronze Sponsorship: 1 minute segment

- 15 second introduction by Peter Fingar establishing your company as a leader in its space
- COST: \$1,980

