“It’s all cloud today!”

Really? First, there’s a technology choice to be made there too, and second, it’s not true. Servers and storage are still two of the most important IT decisions in enterprises.

APP PORTABILITY: How apps move the cloud
The release cycles of modern apps are looping tighter and tighter. At the same time, DevOps teams must always expect the complex multi-cloud underpinnings of their work to change. Containers are therefore the first choice today. However, dependencies always remain - complete portability is still more of a wish than a reality.

COLD STORAGE: The value of stored data
„Real-time data“ is the mantra of most monitoring vendors. But solid data analysis also includes historical data. These are an underestimated treasure trove of interesting insights in the first place - if access is still possible.

ENERGY EFFICIENCY: What SERT metrics mean
Power consumption is a decisive factor in server selection. The Server Efficiency Rating Tool developed by SPEC is currently the quasi-industry standard - and the basis for EU regulations.

DATES

On Sale
November 04, 2023

Space close
October 12, 2023

Materials
October 19, 2023

FORMATE AND RATES

1/1 page
4c: € 16,900

1/2 page
4c: € 10,400

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For bookings of 1/1 page and larger you will receive 50,000 ad impressions in the AdBundle (Leaderboard, Skyscraper or Medium Rectangle) on www.heise.de/ct or social media ads for ct followers with 250 guaranteed clicks. The ads are played out during the sales period of the print edition.

REACH: 879,000 READERS PER ISSUE
357,000 are sole/co-decision-makers for company investment
Source AWA 2023

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