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MEDIA PARTNERS JOIN ASPIRING AND EMERGING ENTERPRISE TECHNOLOGY MANAGEMENT (ETM) MAGAZINE

Keen to Be Involved in One of the Freshest Technology Magazines to be Shortly Released onto the Market, Leading Companies Opus, Enterprise Management Associates (EMA) and Frost & Sullivan Opt on Board as Official Partners

/24-7PressRelease/ - LONDON, UK, July 17, 2008 - Following IMI's incorporation earlier this year, the ball is most certainly in motion towards the 'in-print' release of their Enterprise Technology Management (ETM) publication. With just months to go before its expected launch (October 2008), interest in the magazine has grown considerably and in recent months has attracted the attention of IT management consultancies Opus, EMA and Frost & Sullivan. "We are very pleased and hugely flattered that companies of their standing have decided to partner us, it will mean that our reader base will increase significantly in the areas our clients products are most likely to sell; thus keeping IMI's pledge to provide customers with an optimum standard of service on all levels" (Rachael Allen, Editor). Products and services will be 'advertised' in a professionally integrated way via various media channels, amongst the most prominent, whitepapers, podcasts, newsletters, editorials and panel discussions.

ETM's partnering with market-leading consultancies is a positive union all-round, particularly so for its readers who will benefit from the technological wisdom imparted by top-level analysts on range of 'Enterprise Essentials'; specifically, 'Application Delivery', 'Application Infrastructure', 'Business Intelligence', 'Communications Enabled Business Process (CEBP)', 'Enterprise Search', 'Governance, Risk and Compliance', 'Human Capital Management (HCM)', 'IT Service Management (ITSM)', 'Project and Portfolio Management (PPM)', 'Security', 'Strategic Sourcing' and 'Virtualisation'. Through alliance with Opus, EMA and Frost & Sullivan, the award-winning content ETM currently enjoys will continue to expand, improve and provide readers the current IT trends and challenges information they have come to expect from the high-striving publication.

Incorporated in March 2008, IMI is a full service marketing and communications company with expertise in developing creative marketing solutions that reinforce companies' brand strategy and support their competitive position. ETM is an example of one such solution and with time, print distribution is expected to exceed 15,000 enterprises globally, achieving a reach of over 68,000 c-level suite executives, IT managers and directors.

If you would like more information about IMI's ETM publication or to subscribe, please visit the website www.globaletm.com. Questions or any CIO relevant articles can be directed to ETM's editor, Rachael Allen.

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