



# Publisher's Message



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The MC Press Online Web site and electronic newsletters are designed to serve the needs of IT professionals whose interests and vocations involve the IBM systems and the technologies that run on it. We embrace this fact and provide Web site visitors and newsletter subscribers with all the options they need to solve any problem. We deliver technical information, an opportunity for open discussion with other IT professionals, an online Buyer's Guide, and educational resources.

IT professionals know that in today's market the amount of time it takes to fix a problem or implement a solution can make the difference between success or failure—of a project or a whole career. While print publications aren't dead, let's face it: When IT professionals look for information, their first source is the Internet. By making everything we publish available in electronic format, we allow our readers to quickly find the resources they are looking for. We provide those in the IT field the information they need at the instant they need it to ensure that their companies and careers stay on track.

For you, our advertisers, this means that our readership is never more than one click away from visiting your Web site and viewing the solutions you have to offer. We're committed to maintaining the best possible Web site and using the latest email technology in order to ensure the highest quality subscriber list possible. This commitment guarantees that your advertising message is seen by the market you want to reach. But we don't stop there: We provide you with the tools to track every campaign you run with us in order to monitor your results. Our top priorities are making sure that you increase your company and product awareness, capture sales leads, and gain market share.

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We look forward to establishing a long and successful relationship with you.

Sincerely,

David M. Uptmor  
Publisher