

Graphic Design

portfolio



Kim Han

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FREELANCE GRAPHIC DESIGNER / ART DIRECTOR

October 2015 – Present

Conceptualize, design, and produce assets for digital and print mediums that align with client brand guidelines. Most days I'm working on digital marketing brochures, social media graphics/ads, white papers, PPT presentation, infographics, icons, and email campaigns. Oversee and review branded programs from conception to delivery. Clients include Alumni Ventures, Brooks School, Harvard University, Foundry, IDG Marketing, Rezilion, SDxCentral, IDG Executive Council, 1VisualMind, CIO magazine, *Brunswick* magazine, patientslikeme, GENSCAPE, The Channel Company, ChannelE2E, and Boston University.

SENIOR GRAPHIC DESIGNER / ART DIRECTOR

Foundry (formerly IDG), Framingham, MA :: August 2008 – October 2015

Visualized, designed and produced custom programs for high profile technology companies in partnership with brands under Foundry (formerly IDG). Managed and oversaw junior graphic designers, freelance designers, illustrators, and photographers. Review junior designers' work to ensure high quality. In direct contact with clients to realize their vision which included ADs, brochures, e-books, custom magazines, e-newsletters, social media ads, Powerpoint presentations, and white papers.

SENIOR GRAPHIC DESIGNER / ART DIRECTOR

Boston University, Marketing and Alumni Relations, Boston, MA :: August 2001 – July 2006

Art directed and designed series of web and print publications for BU Marketing and Alumni Relations, including its alumni magazine, *Bostonia* and BU Community on the web, *BU Today*. Hired and directed photographers, illustrators, and freelance graphic designers. Worked as a print production manager, going on press runs several times a year.

GRAPHIC DESIGNER

Philographica, Inc., Brookline, MA :: May 2000 – June 2001

Translated client's communication needs to an appropriate form; provided concept, design, and production for print, packaging, web, and multimedia projects for academic and corporate clients.

.....

S O F T W A R E

Expert in Creative Cloud (InDesign, Photoshop, Illustrator, Adobe Express, interactive PDF), PowerPoint, and Word. Working knowledge of Figma, Canva, After Effects, HTML, AI optimization, UI/UX, CSS, and responsive design trends in digital and social media. Experienced print production manager.

.....

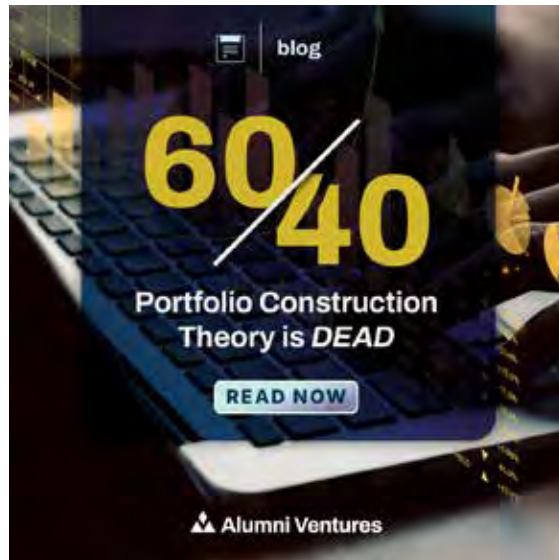
E D U C A T I O N

Massachusetts College of Art, Graphic Design
University of Massachusetts at Amherst, Bachelor of Arts

References available upon request.



YouTube video thumbnails & image collage samples within AV brand guidelines.



Social media graphics using AV branding.



rezilion

In 2021, **Rezilion** helped its customers manage their risk and productivity while **reducing cybersecurity costs**.

Reduced patching efforts by **72%** From 5,578,365 to 1,561,942 vulnerabilities

Saved remediation time by **80,000** hours

Find out how Rezilion can help your organization manage risk while saving thousands of dollars and remediation hours. Schedule a demo today: www.rezilion.com/request-a-demo/

Secure it. Ship it. **TRY FOR FREE**

rezilion + **GitLab**

rezilion

Don't worry. Patch happy.

Filter out what's not exploitable. Accelerate your software security.

LEARN MORE

WEBINAR **rezilion**

The State of DevOps
PEOPLE, PROCESSES + TECHNOLOGY

October 25, 2021 1 pm EDT

SPEAKER:
Curtis Barker, VP
Solution and Product Architecture, Rezilion

rezilion **2.22.23 @ 3 PM ET**

DEMO DAY **Sign Up**

TOM BLAUVELT
Vice President
Solution Architecture

JAMES COOK
Vice President
Sales

rezilion **85% less patching. 85% more building.**

Accelerate your software security **LEARN MORE**

● Exploitable 5%
● Unexploitable 95%

Actual Attack Surface



Rezilion
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GET AWAY
Go Beyond SCA, join a demo and get away for spring break.
[Book Now](#)
While supplies last. Restrictions and eligibility requirements apply.

70%
LESS
PATCHING
100%
HAPPIER
TEAMS
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AUGUST 9 & 10
LAS VEGAS
black hat
BSIDES
DEFCON

Rezilion
It's About Time.
Prioritize vulnerabilities and reduce patching by **85%**.
[READ THE RESEARCH](#)

DEVELOP FASTER.
INCREASE EFFICIENCY.
IMPROVE SECURITY.
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Rezilion
black hat
MEET with me
August 9 and 10, 2023
Las Vegas, Nevada
[BOOK NOW](#)
JAMES COOK
Vice President, Sales
@Rezilion

Social media ADs



Top Content Types Relied Upon During Tech Purchase Process

- 1 Product testing/reviews/opinions
- 2 Product demo/product literature
- 3 Technology news

IDG COMMUNICATIONS, INC. SOURCE: 2021 IDG Customer Engagement Study IDG

67%

of tech buyers say that the vendor who responds to questions in a quick & thoughtful manner usually gets the business

SOURCE: 2021 IDG Customer Engagement Study

IDG COMMUNICATIONS, INC. IDG

Over the next 12 months, organizations will spend an average of

\$11 million

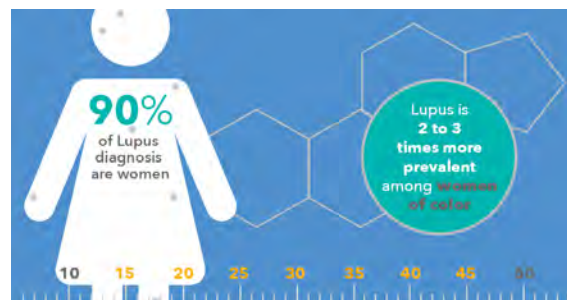
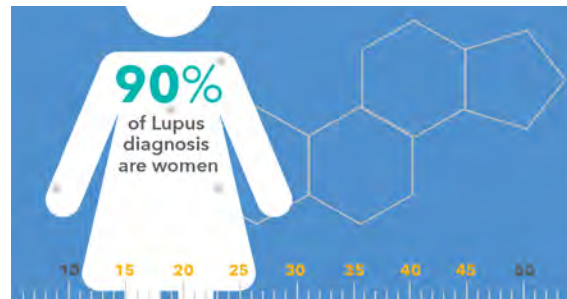
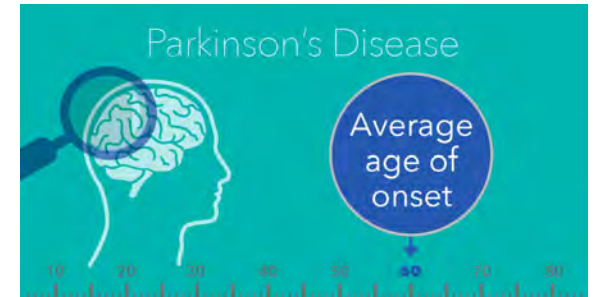
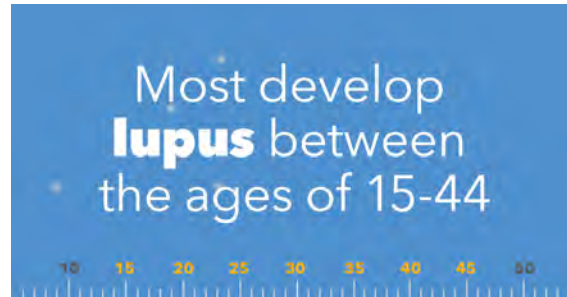
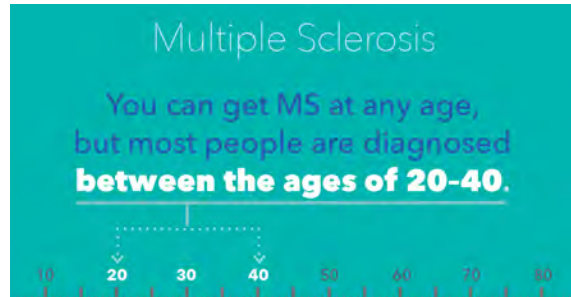
on data-driven initiatives

IDG COMMUNICATIONS, INC. SOURCE: 2021 IDG Data & Analytics Study IDG

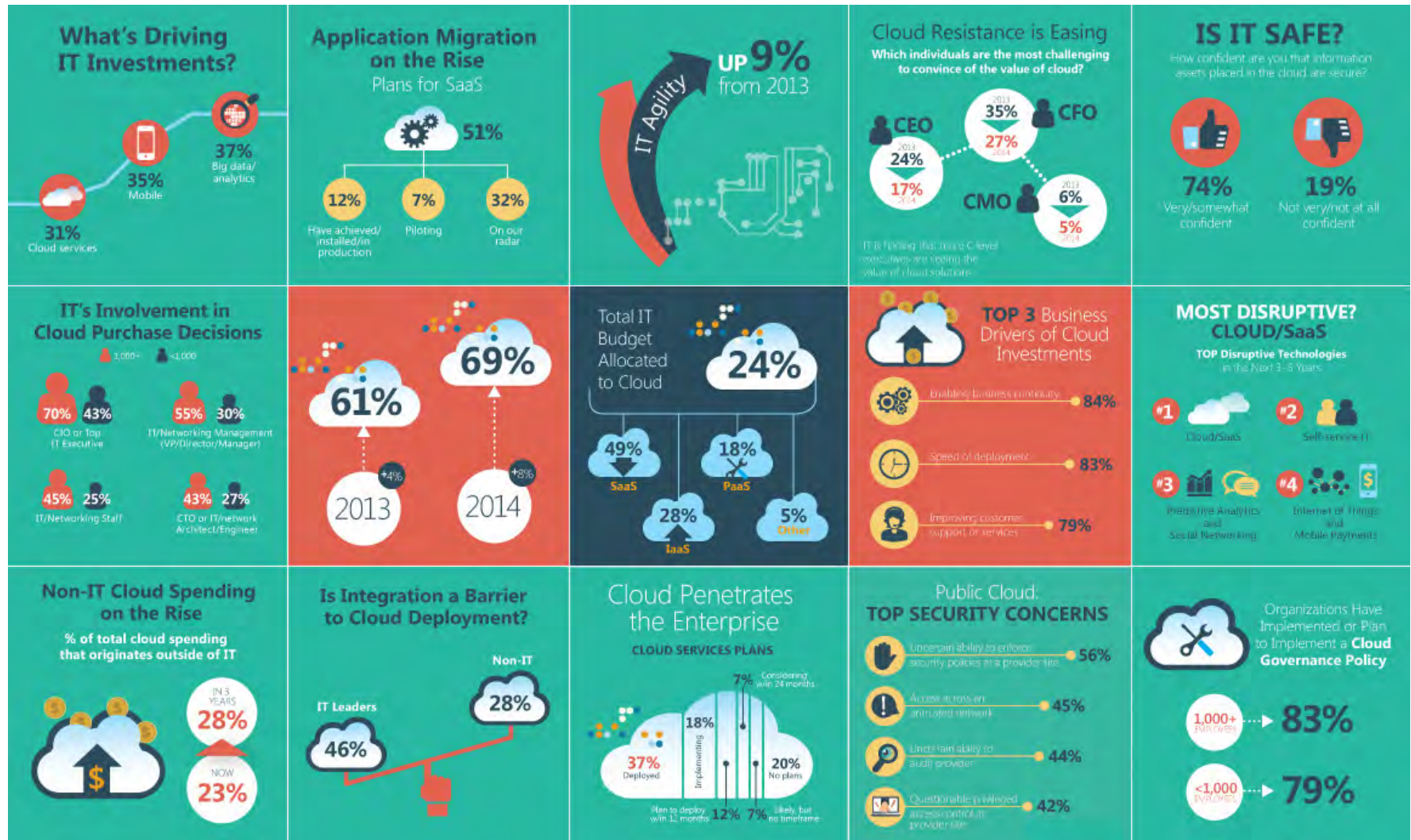
Building an ABM campaign? Did you know tech marketers said IT publishers are the BEST source of contact data?

DOWNLOAD REPORT

IDG COMMUNICATIONS, INC. IDG Triblio



Animated GIF videos highlighting stats related to diseases for a biotechnology company

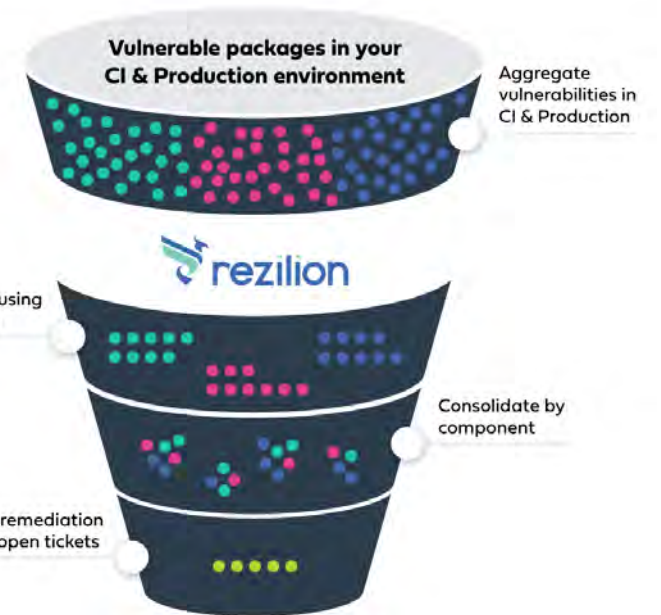
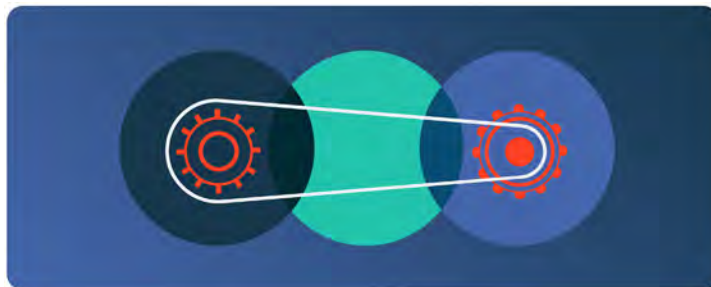
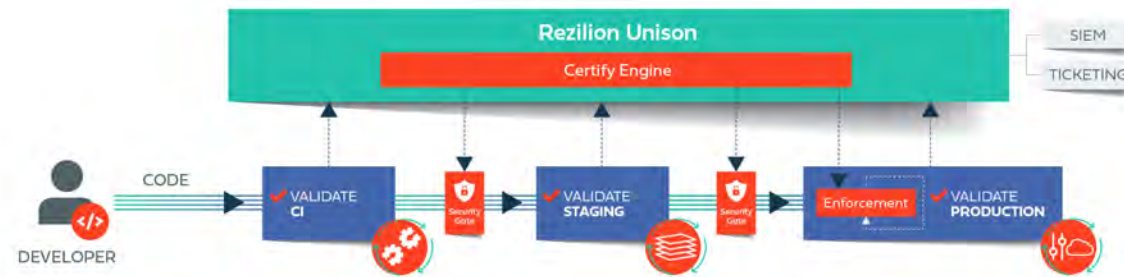


Various web data bites used to support articles online throughout campaign for a cloud company



Automated Desired-state Enforcement

CERTIFY: IN ACTION



Reduce your vulnerabilities by over 70% and prioritize your remediation to cover 100% of your risk.



Originals

make thinner to match weight of other icons, use consistent radius

too chunky

feels too heavy

outline line weight thicker. Do we need time-lapse line?

make shorter, chunkier?

refine, maybe outline?

make lock loop thicker

Icon development study

New lupus research: Join the future of personalized health

At the Lupus Foundation of Northern California, we partner with organizations that share our vision of fighting for a better future for people living with lupus. Which is why we're joining forces with PatientsLikeMe. Read on to learn about their groundbreaking new research initiative, DigitalMe™, and learn how you can get involved.

PatientsLikeMe: A foundation for the future

PatientsLikeMe is a free website built on the idea that patients know best about what it's like to live with chronic illness. Today, more than 600,000 people, including 35,000+ living with lupus, use the site to find support from others who know what they're going through and track their symptoms to understand changes in their health. Members can also take part in research that helps healthcare industry leaders learn how to develop better products, services and care with the patient voice at the forefront.

In 2017, PatientsLikeMe launched DigitalMe, a new research initiative that puts patients right at the center of science.

What is DigitalMe?

DigitalMe will combine multiple sources of your health data to understand where you are today, and track your experiences and biology over time to learn how your health changes. The goal is to advance what is known about disease and health, and continue building a health learning system that can give people a better quality of life, for longer.

Renee Deehan-Kenney, VP of Computational Biology at PatientsLikeMe

We want to look at many different conditions at once. Looking at one in isolation can teach us a lot, but looking at many conditions can teach us even more. Us scientists, we are truth-seekers and the reason why we haven't cured many diseases is because we don't know the truth of your disease quite yet. In order to find that truth, we need more information.

I chose to participate in DigitalMe to try to help others with lupus. For me, if there's any way I can help find an end to lupus, I'm in. DigitalMe has been extremely easy. It's a convenient way of discovering the undiscoverable.

Jeanette, a DigitalMe pioneer living with lupus

How to get involved

To learn more and see if you're eligible, visit www.patientslikeme.com/join/LupusCA

patientslikeme

Living with post-traumatic stress

Seeking treatment

As reported by 697 members of PatientsLikeMe's post-traumatic stress (PTS) community

50%

of members are receiving treatment for PTS

What were the most important factors in your decision to seek treatment?

TOTAL POPULATION

- Problems managing emotions: 90%
- Problems thinking clearly: 81%
- Problems managing social relationships: 69%

MILITARY VS. NON-MILITARY

Problems with partner or spouse

- MILITARY: 65%
- NON-MILITARY: 41%

Who helped you seek treatment?

TOTAL POPULATION

- Sought treatment on their own: 41%

MILITARY VS. NON-MILITARY

Helped by family or relatives

- MILITARY: 41%
- NON-MILITARY: 27%

What are the most commonly reported treatments?

TOTAL POPULATION

- Anti-depressants or anti-anxiety medication: 88%
- Cognitive behavioral therapy: 53%

To what extent is treatment helpful?

TOTAL POPULATION

- Found it at least moderately helpful: 66%

Reasons for not seeking treatment

- Not knowing which treatment was available: MILITARY 27%, NON-MILITARY 41%
- Not knowing where to get treatment: MILITARY 40%, NON-MILITARY 41%
- Didn't want people to think they had a psychiatric problem: MILITARY 60%, NON-MILITARY 11%

Military = people who indicated they have served in the military.
Non-military = people who indicated they have not served in the military and people who have not specified their military status

patientslikeme
Live better. Together.™



Join us. Do good. Thrive.

We work every day to increase opportunity for all kids.

Join us if that's what you care about, too.

- Smart, diverse, motivated colleagues.** We live our core values. Committed to becoming an anti-racist org. Flexibility. Team celebrations.
- A great work culture** **WE'VE BEEN RECOMMENDED TO A FRIEND**
- Work that matters** **4 MONTHS OF EXTRA LEARNING OVER 2 YEARS**
- Principled, committed people** **COME TO ANET** because they share our mission and want to help us get results for underserved students.
- A place to grow** **"FEEL INCREDIBLY SUPPORTED AS A PROFESSIONAL - PEOPLE HERE CARE ABOUT MY GROWTH"** - Alex, coach
- Competitive compensation and benefits** **4-5 WEEKS PAID VACATION AND HOLIDAYS**
- Professional development:** annual retreat, wellness, tuition assistance, mentor program.
- Generous paid time off:** Excellent health insurance, District Vision, etc. 401k match.

ANet has been rated one of the Best Nonprofits to work for in 2015, 2016 and 2018.

*Khan University's Center for Education Policy Research conducted a longitudinal study funded by a grant from the Center for Education Policy Research. The study found that when schools have the right basic conditions in place and partner with ANet, they achieve six months of additional learning over a two-year period.

AE Equity **BT** **DR** **PL** **PM** **TF**

ANet's Core Values

GRECHEN OSBORNE
Senior coach, 3 years at ANet

COLLEEN STONES
Director, Internal Communications & Culture, 3 years at ANet

ZACHARY HARKER
Senior coach, District of Columbia, 3 years at ANet

MARINA HEBEL
Manager, support & operations, 3 years at ANet

Elizabeth Harris Thompson
Managing Director of coaching services, 3 years at ANet

You know decisions are purposeful. ANet is willing to examine itself to ensure it reflects its core values and mission, even while focusing on strong support for schools.

WHAT WE OFFER

ANet offers highly competitive compensation based on prior experience and qualifications as well as comprehensive benefits in order to best support our people. Benefits we offer include: health, dental and vision insurance where ANet pays 80% of the cost of these benefits for employees and their families/dependent partners; 3 weeks of vacation; 4 weeks after two years with ANet; 30 paid holidays with paid days off between the Christmas and New Year's holidays; a paid floating holiday; paid sick & personal days; paid parental leave; retirement plan options; commuter benefits; tuition reimbursement; flexible spending accounts; short and long-term disability coverage; and basic life and personal accident insurance.

ANet
Learning. Together.

Teaching Comes First:

How School District Leaders Can Support Teachers, Save Time, and Serve Students with a New Vision for Assessment

ANet
Learning. Together.

When it comes to assessment, many educators feel that we have lost our way. In the majority of districts, testing seems to be taking up too much time providing too little in return. Rather than valuable tools to improve teaching and learning, assessments are a jumbled, confusing mess of acronyms and stress.

By implementing an assessment strategy that puts teaching first, our partners have:

- Returned five days of instructional time** to their teachers and students on average by reducing time spent on testing.
- Replaced weak curricular materials with higher-quality ones, resulting in as much as **47 more days of instruction** grounded in high-quality content.
- 94% increase** in the share of assessments meeting rigorous quality criteria from 18% to 94%.
- Reclaimed assessment time** for instructional rather than evaluative purposes, achieving a better balance of the two.

4. Conduct an assessment inventory.

Once everyone in the working group is speaking the same language and shares a common vision, the next step is to figure out which tests students currently take, and why. The working group should collect examples of all the different assessments being used in their schools.

We encourage working groups to put everything on the table, including tests created at the district or school level. The inventory should include samples of teacher-created tests from a cross-section of grades and subjects. We also survey teachers and school leaders to get a sense of how much time they spend on testing and their understanding of the intended purpose of each assessment. This process helps elevate the perspectives across the district, from the classroom to the central office.

Having gathered a broad sample of current assessments, the working group takes a critical look at the purpose of each type of assessment in their portfolio, and examines whether their mix of tests aligns with their vision. As described earlier, districts are most successful in making meaningful changes when they take a critical look at how the assessments are being used in practice.

Common problems districts find when they take stock of assessments include:

- Many tests with evaluative purposes and very few tests that are useful for teachers to use instructionally.
- Out-of-date and/or redundant assessments that don't support student learning or serve a clear strategic purpose.
- Mismatched assessments used for purposes that the test design doesn't support.
- Teachers, principals, and district leaders with very different beliefs about the purposes of each assessment.

ANet SYSTEM ADVISING

Assessment Strategy Advising

ANet works with districts to evaluate and rebuild their assessment strategies to fit their instructional goals. Integrating investments in instructional resources, and strategies with district-wide assessment strategy can create new opportunities for student learning. We do this work because it has a critical impact on a district's ability to provide equitable instruction for all of their students.

ANet assessment strategy partners:

- Canal back an average of 5 days of instruction by reducing assessment volume.
- Increased assessment alignment with rigorous quality standards from 38% to 94%.
- Used assessments primarily to help drive instructional goals and support great teaching.
- Decreased spending on assessments.

After completing our assessment strategy advising, you will have:

- A clear vision for how assessments support and drive instructional goals.
- A streamlined, higher-quality comprehensive assessment system inventory.
- Teacher that administer fewer evaluative tests and those they do administer have a clear instructional purpose.
- Students that spend more time learning and less time testing.
- School leaders that are clear on the purpose of assessments in their school and that purpose aligns with the district's assessment strategy.
- District and school leaders equipped to talk about assessments and ensure continued alignment to instructional goals.

Testing shouldn't be a distraction from instruction. It should support great teaching and drive student learning.

Learn how to:

- Decrease assessment volume by reevaluating purpose and frequency of assessments.
- Clarify assessment purpose and frequency of instruction.
- Choose high-quality assessments that drive instructional goals.

CONTACT US
Visit www.achieveanetnetwork.org, email info@achieveanetnetwork.org, or call her at 404-272-7657.

ANet is a nonprofit that advances every child's chance to succeed in school and in the opportunities it provides. We work with underserved schools to support teaching and learning through our deep knowledge of standards, subject-specific curricula, and program practices and practices across the country.

ANet SYSTEM ADVISING

DID YOU KNOW?

The majority of assessment decisions are made within the district, not imposed by outside policies. State requirements can limit districts but opportunities to reduce assessment volume and costs can be uncovered by exploring district policies.

When curriculum and assessments are not aligned, most teachers will teach to the assessment. If year assessments are more quality than your curriculum, there is a risk of unintended lower quality instruction that does not reflect district standards.

Research shows that **difficult assessments are often given on the same subjects to the same students.** When districts provide data needed by item, grade, subject or school, then another test may be added to compensate and testing volume increases.

Could a review of your district's assessment strategy be the right next step? Are any of these true in your district?

- An assessment in high-quality curricula results in little to no gains in student outcomes.
- Teachers and school leaders and community members voice concerns about the amount of time spent on testing.
- Teachers and leaders across the district cannot consistently articulate how an assessment should be used.
- Teachers report a lack of assessments that serve an instructional purpose and help them identify how to support their students' needs.
- Classroom visits reveal that instruction does not match the adopted standards.

Scope of Work

MONTH 1: Vision of excellence; assessment inventory

- Draw upon existing assessment inventories and frameworks to evaluate current assessment strategy for alignment to the draft VCE.
- Use data reports from existing assessments to determine if current assessments are providing teachers, school and system leaders with the types of data they need to align practice to the VCE.
- Begin to outline changes to assessment calendars including which assessments to keep, cut, and modify.

MONTH 2: Draft assessment guidance

- 1 virtual meeting (3 hours)
- 1 full-day in person meeting (6 hours)
- Weekly check-ins with project manager
- As needed, interviews with key system leaders

MONTH 3: Finalize assessment guidance and summary of findings

- 1 virtual meeting (3 hours)
- Weekly check-ins with project manager
- As needed, interviews with key system leaders
- 2 meetings with key decision makers

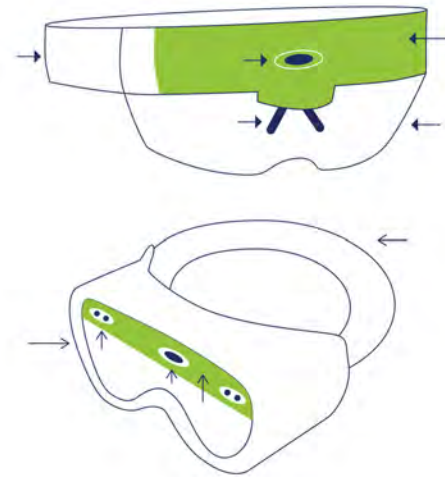
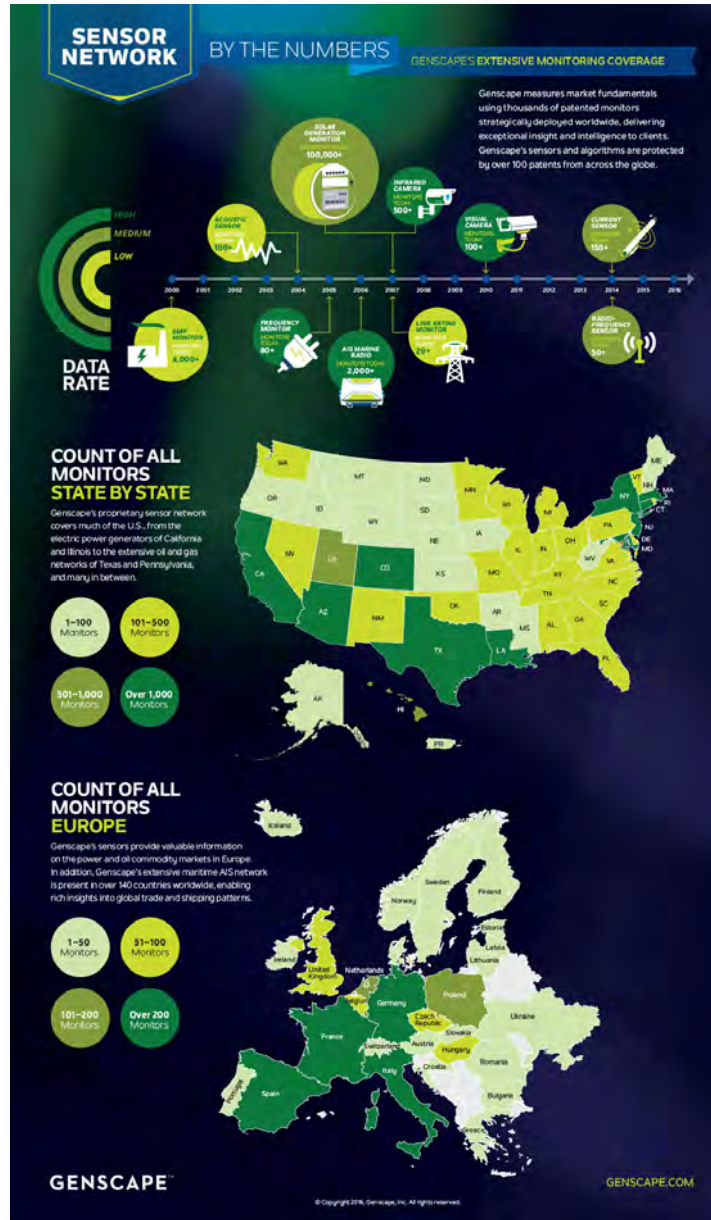
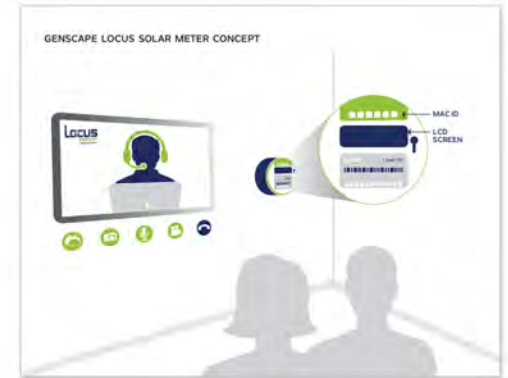


Diagram illustration of smart glasses



Icon study to use in various formats/platforms



THE HYPER CONVERGED SOLUTION TO COMPLEX INFRASTRUCTURE BEGIN YOUR JOURNEY TODAY TOWARD SMART, SENSIBLE IT

At the crossroads between simple and superior come today's leading hyper converged solutions.

- 79% of corporations migrated toward hyper-converged IT in 2017
- 64.7% of 2016 sales of hyper converged appliances soared to a 64.7% increase
- 1 billion in 2017, hyper converged IT market surpassed \$1 billion worldwide

Key network, storage, and computing components shared in one central appliance for network simplicity, agility, and protection.

Yesterday's technology could be plaguing your data center with second-rate security and performance speeds. Modernize today with cutting-edge hyper converged systems.

- 90% consolidation of data center resources to boost savings and efficiency
- Eliminate costly silos to enhance agility and gain simplicity
- Automate tasks your operators to reduce downtime and increase productivity
- Include software integrations that help transitioning into compliance IT

Evolve with the Latest Offerings of Modern Data Technology
Hyperconvergence Paves the Way for Growth & Innovation

Industry Risk Mitigation The only all-in-one solution for your IT infrastructure	Unbreakable Data Protection The only hyper converged solution that provides built-in data protection	Superior VM Management The only hyper converged solution that provides built-in VM management	Sensible cost model The only hyper converged solution that provides built-in cost optimization
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The Key to Optimal Performance and Protection

For world-class hyperconvergence, HPE SimpliVity, built on the HPE ProLiant DL380 Gen10 server, powered by Intel® Xeon® Scalable processors, remains second to none. HPE SimpliVity combines the industry's latest technology with seasoned craftsmanship to deliver the very finest hyper converged appliance of its kind.

- Open-Ready interface that provides unique visibility into underlying performance, all-in-one monitoring
- Automated data efficiency opens up deduplication and always-on compression (100% capacity)
- Automated monitoring controls simplify and drive critical business updates (and they're free)
- X86 platform provides full-fledged environment for a seamless data flow to virtualized reliability

Formula for Fast Data Mobility and Affordability

- Reducing 69% reduction in TCO (total cost of ownership)
- Increasing up to 95.99% storage in IT uptime
- Savings of up to 35% on storage (vs. traditional storage)
- Inclusive protection module (vs. traditional storage)

INVEST WITH EVOLVING SOLUTIONS

Building solutions involves today's competitors with expert strategies and strong support of the world's finest IT solutions. With a history of successful deployment, Evolving Solutions specializes in modern IT infrastructure that helps businesses thrive in the competitive marketplace. Whether installing hyper converged appliances or upgrading IT, Evolving Solutions delivers the best of top-quality solutions and services that match your company's unique needs.

Adopt Hyper Converged Technology with Evolving Solutions. Contact us today at 1.763.518.6565

Evolution Solutions, Inc. | 3989 County Rd 216 | Roseville, Minnesota 55126 | United States | www.evolving.net

HOW DO YOU DO YOUR BEST WORK?

Every time has their own recipe for producing their best work. We spoke with seven thought leaders about how they stay ahead of the game with technology.

STAY ORGANIZED

The secret to starting your day off right? A FOCUSED MIND.

We all have different routines, but we all benefit from a smart set of tools and an organized approach to each day.

BEY HAINES
500+ followers
4,444 tweets

CHRIS PRILLO
500+ followers
15K tweets

ROBIN DANIELS
500+ followers
4,002 tweets

NOTE: Use Facebook, Outlook, Gmail, and LinkedIn to interact with IT and business leaders on a daily basis.

OPEN UP

How do you find your flow? OPENING YOUR MIND IS THE KEY.

Our thought leaders agree with social media, blogs, news feeds, and more every day. Keep the lines of communication open, and lower those virtual gates.

MICHAEL BRENNER
500+ followers
22K tweets
67,032 likes
43.6K photos

DAVE MCCLURE
500+ followers
14.7K tweets
67,032 likes

JASCHA K. WOLFF
500+ followers
14.7K tweets
67,032 likes

NOTE: Use mobile technology to never feel out of the loop.

BE FLEXIBLE

How do you unlock your full potential? ADAPT AND EVOLVE.

Thought leaders consistently seek out new ways of working and collaborating — because falling behind is much riskier than breaking new ground.

CHAD BURTON
500+ followers
1,193 tweets

NOTE: If you don't know which path you are taking, any will get you there.

PCWorld + box

WHY MISSION CRITICAL APPS IN THE CLOUD ARE ESSENTIAL

YOU'VE DECIDED TO MOVE YOUR MISSION-CRITICAL APPLICATIONS TO THE CLOUD...

The majority of organizations that move mission-critical apps to the cloud understand that the responsibility for ensuring high availability for new cloud applications is shared between the provider and the organization.

...but do you have anywhere, anytime access to mission-critical apps?

60% of organizations have no strategy to ensure high availability solutions for their critical apps.

ASSUMPTION: Cloud providers offer "standard" features, including:
- Redundancy
- Backup
- Scalability
- 24/7 Emergency services

REALITY: Many organizations are unaware, confused or simply naive when asked about true recoverability and/or availability for their mission-critical applications.

YOU'VE MOVED TO THE CLOUD. WHY DO YOU STILL HAVE APP FAILURE ISSUES?

Whether your mission-critical apps are in a private, public or hybrid cloud, critical application issues are an ever-present and not being properly addressed. The lack of high availability for these apps in the cloud is becoming a top burden for Managers.

ASSUMPTION: The cloud should cover all application failure concerns, so there's no need for additional solutions.

80% of IT professionals who migrate to the cloud are concerned they don't have true high-availability.

REALITY: Critical application failure and recoverability issues are ubiquitous in the cloud and not being properly addressed. The consequences and costs, including:
- Customer dissatisfaction
- Rising costs and revenue loss
- Ever-increasing time and energy
- Reputational risk
- Worst-case scenarios

YOU HAVE THE CLOUD. IS THAT ENOUGH?

If managers and their stakeholders have many reasons to resist investing in or adopting high-availability application solutions in addition to their cloud.

ASSUMPTION: There should be no need to invest more time and money.

REALITY: IT managers and stakeholders are reluctant to adopt high-availability application solutions due to:
- Other priorities
- Staffing resource shortage
- Cost and revenue loss
- Customer experience impact
- Misunderstanding of high-availability apps
- Lack of guidance
- App availability solution strategy

AN "ALWAYS-ON" CLOUD APPLICATION STRATEGY IS ESSENTIAL

If managers and their stakeholders have many reasons to resist investing in or adopting high-availability application solutions in addition to their cloud.

ASSUMPTION: Implementing improved availability or disaster recovery provisions for mission-critical cloud apps is not necessary.

50% of organizations do not have a disaster recovery plan for their mission-critical cloud apps.

REALITY: These "ALWAYS-ON" apps and critical, cloud-based mission-critical applications don't have a disaster recovery plan. Always-on cloud applications prevent such apps and other mission-critical applications from:
- Uninterrupted service to customers
- Satisfying customer expectations
- Corporate reputation protection
- Cost savings due to prevention and reduced risk
- Data recovery options
- Rapid application deployment
- Lack of guidance
- Lack of app availability solution strategy

APPLICATION SUCCESS IN THE CLOUD

Your mission-critical apps are in the cloud. Anytime, anywhere access is necessary. A strategy for real-time expectations and always-on application accessibility are essential to maintaining and delivering mission-critical applications for central business success.

AVAILABILITY SERVICES

CIO

5 Ways Flash Relieves Performance Bottlenecks

All-flash means no limits: explore the possibilities. Address the increasing demand data places on your data center without sacrificing affordability, protection, or performance.

5 all-flash features that relieve the pressure of performance bottlenecks

- Delivers lightning-fast speed**
The HPE 3PAR StoreServ, powered by Intel® Xeon® processors, delivers more than 3 million IOPS with sub-millisecond latencies.
- Scales up capacity effectively and efficiently**
Prevents and manages storage loggins with Tier-1 Enterprise storage with zero RPO and 4.5x more capacity stability.
- Offers guaranteed availability**
Delivers uninterrupted access to your data, 99.9999% of the time.
- Automates data provisioning**
HPE 3PAR StoreServ 4000 includes this provisioning as part of its core architecture.
- Includes built-in data protection**
Expect uninterrupted service with deduplication features native to the solution and back-up files that can be restored at the volume level.

Why Choose an HPE storage solution?

"Vendor's Constraint" in Storage Magic Quadrant for Solid State Arrays

"Best-in-Class" IDC Q1 2016, 2016

All-Flash, Buyer's Choice

Only vendor grants revenue share in enterprise storage. EMC, LSI, and others do not.

HPE 3PAR StoreServ powered by Intel® Xeon® processors: an all-flash storage solution that helps businesses reach their full potential.

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- Proven Performance
- Low Latency
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Comport: An experienced IT partner who adds value

With a pulse on the IT industry, Comport understands what's happening now and what solutions will be the leading force. Since 1982, Comport has partnered with commercial enterprises and healthcare organizations to increase efficiency and ensure their digital data. A long-standing partner of Harvard Medical Enterprise, Comport is a Preferred Partner - one of only a handful in the country designated to have the skills and certifications needed to help you transition to a modern converged architecture.

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Comport Technology Solutions

Intel Xeon Processor



CHAPTER 3
Why Your Business Needs Great CRM

The Game-Changers Guide to CRM
Customers decide your fate. The right CRM solution can help you deliver great and lasting relationships. Here's what to look for.

Building the CRM 'N' Team
A successful CRM deployment involves getting buy-in from key stakeholders across the business. These are the things they care about most:

Sales Management	• Pipeline visibility and management	• Sales performance management
Marketing Management	• Customer acquisition	• Campaign management
Head of call center operations	• Lead management	• Staff training and onboarding
Product manager / analyst	• Product roadmap	• Customer retention
Head of IT	• CRM data integration with other systems, including ERP	• Performance management
Chief Executive Officer (CEO), Chief Financial Officer (CFO)	• CRM integration with other systems, including ERP	• CRM data management
Senior Sales, Marketing, and Customer Support Executives	• CRM data management	• CRM data management

A SECURE ALLIANCE:
How the CIO-CISO Relationship Strengthens IT and Business
As the security attack landscape evolves to new levels of sophistication, IT and security teams must use enhanced technology capabilities to protect the enterprise.

Communication is critical.

Checks and balances help mitigate risks.

82% of CIOs report that IT and security teams are fully integrated in the same systems.

53% of CIOs report that IT and security teams are fully integrated in the same systems.



EXECUTIVE SUMMARY

MULTI-CLOUD DATA MANAGEMENT

New research highlights the need for an integrated data management solution amid the push toward multi-cloud adoption.

Organizations are rapidly shifting to multi-cloud strategy, according to new research conducted by IDC and government bodies. In light of the shift, IT leaders recognize the critical need to adopt an integrated approach to manage data across a mix of public and private cloud providers.

The IDC Strategic Research Group surveyed 200 senior IT and business executives in the U.S., U.K., Germany, Australia, New Zealand, India, and Brazil. The participants were from companies with about 100 employees. The research sought to understand the drivers for multi-cloud adoption, challenges and barriers with specific emphasis on multi-cloud strategy, and considerations about cloud provider strategies for data protection, recovery, availability, and compliance.

Key findings include:

- 64% of organizations have been unable to do what you have to do in a multi-cloud world.
- 62% have already adopted multi-cloud or plan to do so within the next three months.
- 61% are currently using a multi-cloud environment to store data, but only 44% are using it to run applications.
- 37% use the year-to-date total spend to determine their cloud strategy.

The shift to multi-cloud strategy is driven by benefits, which vary by challenge. For example, respondents cite the ability to avoid vendor lock-in, avoid data silos, and reduce costs. However, the biggest challenge is the need to adopt an integrated approach to manage data across a mix of public and private cloud providers. Key challenges include:

- The need for a 360-degree approach to data visibility, protection, integration, migration, and recovery.
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The report also identifies key considerations for multi-cloud strategy, including:

- The need for a 360-degree approach to data visibility, protection, integration, migration, and recovery.
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MAKING A 360 DATA MANAGEMENT APPROACH

For complete data visibility, companies must seek a solution that addresses data protection, migration, storage optimization, business continuity, and compliance.

IT leaders maintain multiple cloud instances—public, private, and hybrid services—they face several challenges. Primary among them is how to manage growing data silos to deliver the business intelligence that will increase competitiveness. In addition, IT leaders are confronting various storage costs for unmet data, inconsistent protection, and complicated migration paths for moving workloads between clouds.

42% of the respondents cited an inability to determine which data should be saved or deleted.

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BY ALL ACCOUNTS, THE RECENT MIGRATION TO CLOUD COMPUTING THAT HAS BEEN HAPPENING FOR THE PAST BRCADE WAS ACCELERATED BY THE COVID-19 PANDEMIC.

The pandemic has accelerated the migration to cloud computing, with many organizations reporting that their migration efforts have been significantly impacted. According to a new survey by IDC, 73.8% of organizations have reported that their migration efforts have been significantly impacted by the pandemic.

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INCREASE TRUST IN THE CLOUD

63% of respondents reported that they are more likely to trust the cloud with their data.

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40% of respondents reported that they are more likely to trust the cloud with their data.

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I found this super service through Expressa. They come to you, and you get your haircut during your lunch break. You just book via the app, you get your haircut, you go back to work. No need to lose any time.

The fact that Expressa is a one-stop-shop makes it easier on everyone.

—Sarah Sims, Director of Employee Culture

—Aimee Parris, Principal Designer

Create a great company culture

Companies like Energous provide their employees with world-class benefits. You can too.

To learn how Expressa enables all companies to efficiently offer on-site programs to their employees with a modern and friendly user experience that results in improved employee productivity and retention, go to expressa.com.

Energous'
SUCCESS STORY

How Energous levels up the employee experience with onsite programs

Espresa
Powering Great Workplaces®

Espresa is dedicated to making it easier for companies to offer their employees on-site programs—ranging from wellness programs to haircuts to car refueling. By offering these programs, top employers are able to attract key talent, retain valuable employees, and increase productivity.

Taking the burden off HR

Managing these programs, however, requires time that busy HR departments simply don't have, and offering these services without the Expressa platform creates an increased workload and support burden for administrative professionals.

Espresa's Web and mobile platform makes it easy for employers to offer and manage on-site programs, and lets companies of any size offer the same level of workplace services as top employers. Expressa's intuitive interface simplifies every aspect of offering programs for HR.

Our platform helps you manage on-site programs that employees love—even if you're not yet on the Fortune 100 list of top places to work.

Want proof?

For the past two years, Expressa has been engaged by Energous Corp., an exciting Silicon Valley employer and the developer of WattUP—an award-winning, wireless charging technology that could transform the way computers and industries charge and power their electronic devices. Energous CEO Stephen Rizzone pulls no punches when describing the impact Expressa has had on his company's ability to compete for talent. "We can stand toe-to-toe with the big companies in the Valley because of Expressa," he says.

Here are a few more observations Energous employees offered recently about their experiences with Expressa:

The benefits to the employees in terms of being able to save time, to get access to services, are invaluable.

—Brian Gerardi, CFO and Head of HR

Sereds went on to say that to attempt to provide these benefits without Expressa would mean hiring additional staff. Expressa "takes the burden off the company," he adds.

These services are available with a click. It's all available on the internet, all real time. It's very friendly, it's very efficient, it's easy, and it saves our employees time.

—Stephen Rizzone, CEO

"The key for us is our employees," Rizzone continues. "Our employees are the value of the company, and we must compete for their services, and Expressa provides us with the vehicle to do that."

Wellness programs aren't really something that I thought about very often. But through Expressa, I see the benefit of taking care of yourself. It's something that many of the employees I've spoken with appreciate.

—Abdell Bouadi, System and Hardware QA Manager

"My day is better and more productive after a massage," he adds.

Printed marketing brochure — 4p double-sided.

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2



THE GLOBAL CIO SURVEY IS A SURVEY CARRIED OUT FOR THE SIXTH YEAR BY CSC, THIS YEAR IN COLLABORATION WITH CIO STRATEGIC MARKETING SERVICES AND IDG RESEARCH SERVICES. IT IS BASED ON A QUANTITATIVE ANALYSIS OF THE TRENDS AND OUTLOOK FOR CIOs, BASED ON A SAMPLE OF TECHNOLOGY LEADERS FROM PRIVATE COMPANIES AND PUBLIC INSTITUTIONS AROUND THE WORLD.



CSC GLOBAL CIO SURVEY:
CIOs EMERGE AS
DISRUPTIVE
INNOVATORS
AN ANNUAL BAROMETER OF GLOBAL CIOs' PLANS,
PRIORITIES, THREATS, AND OPPORTUNITIES



CSC GLOBAL CIO SURVEY:
CIOs EMERGE AS
DISRUPTIVE
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AN ANNUAL BAROMETER OF GLOBAL CIOs' PLANS,
PRIORITIES, THREATS, AND OPPORTUNITIES

CORPORATE CHIEF INFORMATION OFFICERS (CIOs) AROUND THE WORLD FIND THEMSELVES AT A MOMENT OF UNPRECEDENTED OPPORTUNITY.

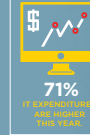
For years, they've steadily labored to define themselves as disruptive agents of change and growth. Now, with global economies rebounding from business models, manufacturing, and C-suite executives realizing the need for nimble innovations, their evolutionary process has reached a potentially revolutionary tipping point.



Enterprise mobility is another big focus area among poll respondents, 64 percent of whom label it a critical or high priority for the next year—and that focus extends across the coming three years. Organizations are using mobile apps and devices for far more than just boosting productivity, too. At Riken Medicine, for example, mobile solutions are empowering more than 2,000 physicians to deliver faster, more effective care. "Mobile technology helps us provide the right data to the right decision maker at the right time, in the right place and on the right device," Restuccia says.

HYPERINVESTING IN THE FUTURE: INDUSTRY INSIGHTS

On the rise everywhere, IT spending is up especially sharply in the financial services and manufacturing industries. Some 71 percent of survey participants from those industries say IT expenditures at their company are higher this year versus 64 percent overall.



Healthcare organizations, meanwhile, appear to be more successful than firms in other industries at converting that increased IT spending into innovation. For example, 79 percent of surveyed healthcare CIOs say their big data investments are positively impacting innovation, as opposed to 70 percent of all respondents. Similarly, 74 percent and 67 percent of healthcare executives, respectively, say their mobility and private cloud initiatives are propelling innovation versus 67 percent and 60 percent of the total survey base.

Newer technologies like big data and the Internet of Things are attracting serious attention from this year's survey respondents as well. In fact, 69 percent of them cite big data as a critical or high priority (only slightly down from 72 percent in 2013), and 62 percent say the same of the Internet of Things—figures that rise to 72 percent and 73 percent, respectively, among Asian IT leaders.

CIOs also have their eyes on even less established technologies. Looking forward over the next three years, survey respondents predict that Web-scale IT (34 percent), machine-to-machine innovation (23 percent), and "software-defined anything" (20 percent) will be strategic assets for their business.

Not surprisingly, however, an issue with deep roots in the IT world remains the No. 1 technology priority among polled CIOs for the second straight year, with a whopping 83 percent of survey respondents naming IT security a top focus.

"The amount of services that could be vulnerable to a cybersecurity attack has grown, and the amount of opportunities and threats that face us is growing exponentially," observes Liam Maxwell, the British government's first-ever chief technology officer. In response, Maxwell's team is spearheading initiatives like GOV.UK Verify, a joint effort by government agencies, private busi-

INVESTING IN THE FUTURE

Of course, to realize the strategic potential of today's innovation-fueled technologies, businesses must also invest in them. Encouragingly, participants in this year's Global CIO Survey are getting the budget to make those investments. As noted earlier, 64 percent report higher IT spending this year, versus just 46 percent in 2013. Even in Europe, where economic stagnation remains stubbornly persistent, technology outlays are rising at 63 percent of polled organizations, an almost 58 percent rise over the previous year.



FULL-TIME/PART-TIME IT EMPLOYEES*

*Businesses analyzed not included in 2012 numbers.



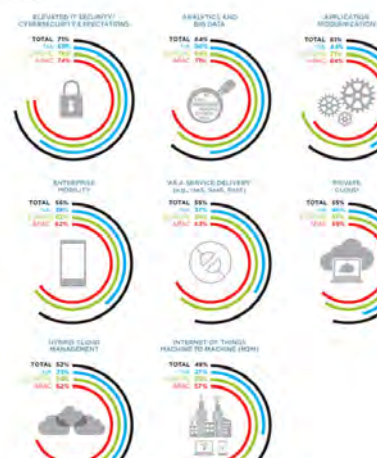
WORLDWIDE AVERAGE
2014: 697
2013: 637

COMPANY'S IT DEPARTMENT HEADQUARTER



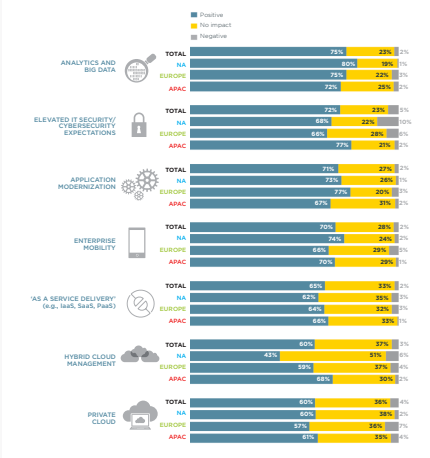
INVESTMENT IN TOP TECHNOLOGY INITIATIVES (INVESTOR HEAVILY)

Organizations from all regions are investing most heavily in security, the second area of investment for APAC, and NA is in analytics, and for Europe it is in application modernization; one-third of NA has already very little or no (0%).



TECHNOLOGIES' IMPACT ON PRODUCTIVITY/PROJECT EFFICIENCY

Aligning with priority and investment levels analysis, elevated IT security and application modernization (bought by responses in Europe) are the primary initiatives impacting business a paltry 21% of NA respondents are impacted by 10%.





OUR PEOPLE

OUR QUALITY IS DRIVEN BY OUR PEOPLE.

Without our employees and the caliber of talent and expertise they possess, none of the other pillars would exist. Culturally, we have always believed that by **investing in the highest quality talent we will deliver quality results** to our audiences and customers alike.

8 PILLARS OF QUALITY:
 QUALITY CONTENT
 AUDIENCE
 RELATIONSHIPS
 DATA
 TRUST & RESPECT
 CONTEXTUAL ALIGNMENT
 FULL STACK SUITE
 OUR PEOPLE



WE BELIEVE QUALITY MATTERS: in our people, products, execution and results for our customers. IDG has a 50+ year legacy of delivering on this promise. Our quality content attracts quality audiences, drives quality engagement, trust and customer acquisition. Our first party relationships generate a breadth, depth and quality of 1st party data that is unrivaled in the market. This differentiates IDG as the premier global platform for connecting technology buyers with technology vendors in contextually relevant environments, at the right time and in the right way.

IDG

QUALITY CONTENT

QUALITY CONTENT FUELS EVERYTHING WE DO.

With 50+ years of deep domain expertise, we understand the technology landscape like no one else. Our content is recognized as the most **credible, trustworthy, and relevant** in the market. Our **commitment to quality content** is reflected in our editorial investments – 20% of our revenue on an annual basis.

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IDG

FULL STACK SUITE

WE USE OUR QUALITY CONTENT,

domain expertise, relationships, and 1st party data to **apply value across our customers' entire marketing stack**. No other company can say this. Whether it is with research, content marketing, creative services, awareness, consideration, demand generation, or a fully-integrated program, **our audience knowledge and marketing expertise** allow us to create **solutions that resonate and are effective** at engaging buyers across the tech ecosystem.

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IDG

Poster design series





Illustrated fundraising PPT video highlighting need for affordable housing in Boston — theme was “healing tree”



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PowerPoint presentation focusing on humans behind the company

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There has to be a better way.

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- + **Streamline and scale your program offerings** with a unified, one-stop, user-friendly interface—without increasing headcount!
- + **Everything's in one app** for a great experience—easy to find, book, and pay for any onsite program
- + **Single sign-on** means no need to have another password—just use your corporate log-in
- + Tap into **Espresa's world-class support** for individual customer service
- + **Simplify how you manage and communicate onsite programs** to your employees based on their location or campus

10