

Position Your Company as a Leader in the Model Driven Architecture™ Revolution

Supplement featured in the February 15 issue of CIO



Reach 140,000 Receptive Prospects with OMG and CIO Magazine!



OBJECT MANAGEMENT GROUP

The Object Management Group's Model Driven Architecture (MDA™) is changing the way CIOs think about enterprise applications. MDA-based standards enable organizations to integrate what they already have in place with what they are building today—and what they will build tomorrow.

OMG's Model Driven Architecture Supplement in CIO

The OMG, in partnership with CIO magazine, has developed a special marketing program to position MDA as a strategic choice for CIOs. The Feb. 15, 2003, issue of CIO will include a special White Paper supplement, discussing the problems that CIOs face and how MDA makes a part of their task easier, saving money and resources.

Highlights of the paper include:

- The challenges CIOs face
- Details of the OMG's Model Driven Architecture approach to software development
- How MDA allows CIOs to maintain an edge in the future
- The cost benefits of the MDA approach

This is the time for your company to place an ad in the MDA White Paper and establish its position in a market that will develop quickly.

Participating in this program means you will be reaching the most influential IT decision-makers in the field. The supplement will reach more than 140,000 CIOs and senior level IT executives. A recent Computer Industry Media study¹ found that **CIO readers plan to spend more on IT products and services in the next year** than any of the 82 magazines measured in the study, over \$1 million on average!

Furthermore, CIO ranks #1 in percentage of readers responsible for authorizing the purchase of every product category measured in the study, including:

- Systems
- Software
- Networking Equipment/Services
- Services

¹ IntelliQuest CIMS v9.0

Reserve your ad today in the OMG Model Driven Architecture supplement.

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CIO Magazine (launched in 1987) is published by CXO Media Inc., which serves CIOs, CSOs, CEOs, and other corporate officers (CXOs) who use technology to thrive and prosper in this new era of business.

The Object Management Group (OMG) is an international membership organization dedicated to the establishment of fundamental standards for software development and interoperability. OMG works closely with its members, other standards organizations, and vertical industry groups to develop specifications for the advancement of mission-critical software technology.

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