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FOR IMMEDIATE RELEASE

## ITO America to Host Webinar with Quest Software and Enterprise Management Associates on IT Silos

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**February 23, 2010** – ITO America is pleased to host the upcoming webinar, “IT Silos Aren’t Going Away...and They Shouldn’t” with Carl Eberling, VP & GM, Virtualization & Monitoring Business Unit, Quest Software, and Julie Craig, Research Director, Application Management, Enterprise Management Associates. This webinar will be held on Thursday, March 25, 2010 at 1:00pm-1:30pm ET plus live audience questions.

ITO America is an online business technology resource and e-zine that covers technology topics from green IT to cloud computing to business intelligence and more. ITO America works with CIOs, analysts and IT thought-leaders to deliver news on the latest topics and trends to the IT business community. “IT Silos Aren’t Going Away...and They Shouldn’t” will be an exciting addition to ITO America’s webinar series, bringing together executives and analysts to discuss IT strategy before a live audience.

**Webinar Details:**

**Date:** Thursday, March 25, 2010 at 1:00pm ET

**Title:** IT Silos Aren’t Going Away...And They Shouldn’t

**Participants:** Carl Eberling, VP & GM, Virtualization & Monitoring Business Unit, Quest Software  
Julie Craig, Research Director, Application Management, Enterprise Management Associates

**Description:** For years, companies have talked about the need to “break down silos” within IT. But clearly that’s not what’s happening. Why? Because of the ever-increasing complexity and evolution of IT demands specialization of skills. There are only a few specialists that can also bridge the gaps to other silos outside their area of expertise. It’s simply unrealistic to expect the same of the entire team.

Learn how top companies are using leading approaches to Application Performance Monitoring (APM) to bridge information silos instead of break them down. These companies are able to be proactive instead of reactive, to see IT as a strategic weapon instead of just a cost center, and be more profitable.

**Registration:** <https://www2.gotomeeting.com/register/539859939>

For more information about the webinar, please visit the registration page using the above link or contact Paige Hogan, PR Manager, CDM Media, at [paige.hogan@cdmmedia.com](mailto:paige.hogan@cdmmedia.com).

## **ITO America**

ITO America is part of the Integrated Media Services Division, which is owned and operated by CDM Media. The team at ITO America brings the latest IT trends and strategies to business executives across the globe. The Web site, [www.itoamerica.com](http://www.itoamerica.com), is considered the premiere business technology leadership resource for enterprises across North America and features a content-rich editorial calendar that encourages innovation throughout our CIO audience. The ITO America team utilizes multiple communication platforms, including e-marketing, live Web events, on-demand multimedia promotion, and one-on-one business briefings. With more than 148,000 Web users, ITOAmerica.com achieves maximum exposure to IT decision-makers and thought-leaders. Check out ITO America on Twitter at ITOAmerica.