



**Press Contact:**

Paige Hogan  
PR Production Manager  
CDM Media  
[paige.hogan@cdmmedia.com](mailto:paige.hogan@cdmmedia.com)  
+ 1 808 535 9300

Sarah Safranski  
Editor  
CDM Media  
[sarah.safranski@cdmmedia.com](mailto:sarah.safranski@cdmmedia.com)  
+1 808 694 3675

FOR IMMEDIATE RELEASE

## ITO America Shares Latest Business Transaction Management Resources with Community of IT Thought-Leaders

---

**March 24, 2010-** ITO America is pleased to share a variety of multimedia and content resources by OpTier – the leading Business Transaction Management (BTM) solution provider for business application owners. All OpTier content can be found on [www.itoamerica.com](http://www.itoamerica.com), the IT news resource for senior technology executives within the Fortune 1000.

“We’re pleased to share OpTier’s content with our community. Business Transaction Management is a key consideration for the executives and technology leaders we speak with and this new content is sure to shine light on how business application owners can take control of their services. We’re particularly pleased to share OpTier’s resources on the insurance technology trends with our large community of technology professionals within this industry,” said Glenn Willis, Editor-in-Chief, ITO America.

OpTier resources shared with the ITO America community help IT professionals concerned about application performance management explore the role of Business Transaction Management (BTM) in the enterprise and include an examination of insurance technologies, BSM values and how to utilize BTM to deliver end-to-end application visibility in cloud computing environments. Featured resources include:

- [“Gaining a Competitive Edge in the Insurance Industry: How to Get Cross-Tier Visibility and Control of High-Speed Transactions”](#)
- [“Forrester Tech Horizons Report: A Step Toward BSM 2.0 – Is Business Transaction Management the New BSM?”](#)
- [“Acronym Confusion: APM, BPM, BTM – What’s the difference?”](#)
- [“Top Five Capabilities for Cloud Computing Success, featuring IDC analyst Mary Johnston Turner”](#)

-more-

Over the course of the next few months, OpTier will share BTM content with the ITO America community of senior IT executives and thought-leaders. Later this month, ITO America will interview an OpTier executive in a podcast session on BTM solutions. For more news, please visit [www.itoamerica.com](http://www.itoamerica.com) or contact Paige Hogan, PR Manger at [paige.hogan@cdmmedia.com](mailto:paige.hogan@cdmmedia.com).

### **About OpTier**

Of the billions of business transactions conducted every second, more are assured by OpTier than by any other IT management software company.

OpTier's Business Transaction Management solution (OpTier BTM™) enables business application owners to take control over service performance and availability. OpTier BTM assures the quick and successful execution of all business transactions, by managing every step of every transaction. It delivers unparalleled visibility of all business transactions in order to eliminate outages, effectively manage change and improve end-user experience. OpTier, with a fast-growing list of Global 2000 customers, pioneered the concept that transactions are where IT and business meet.

For more information, please visit [www.optier.com](http://www.optier.com).

### **About ITO America**

ITO America is part of the Integrated Media Services Division of technology marketing leader, CDM Media. The ITO America team works with CIOs, analysts and technology thought-leaders to bring 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 channels, including e-marketing, live Web events, on-demand multimedia promotion, and one-on-one business briefings. With more than 148,000 online users, ITOAmerica.com achieves maximum exposure to IT decision-makers and thought-leaders. Check out ITO America on Twitter, @ITOAmerica.