



bwwmmediagroup

FUEL FOR SERIOUS TECHNOLOGISTS

2020 Media Kit

BWW Media Group

BWW Media Group is an Independent Media company dedicated to increasing the knowledge and adoption of everyday technology that impacts our lives professionally and personally.

We are committed to providing the best content and community resources to help IT professionals and tech enthusiasts get the most out of their technology investments. Our premiere properties are Petri.com and Thurrott.com.

Headquartered in New York City, BWW Media Group has offices also in Denver, Chicago, and Atlanta.



Our Advertising Mechanisms: Marketing Effect

	Brand Awareness / Recognition	Lead Generation	Thought Leadership	Customer Education	New Product Launch
Petri/Thurrott Newsletter Advertising	⬡				⬡
Petri/Thurrott Dedicated Email Send	⬡	⬡		⬡	⬡
Petri/Thurrott Insiders Newsletter Sponsorship	⬡	⬡		⬡	⬡
White Paper		⬡	⬡	⬡	
Infographic		⬡	⬡	⬡	
Webinar		⬡	⬡	⬡	⬡
Multi-Brand Webinar		⬡	⬡	⬡	
Real Field Review™	⬡		⬡	⬡	⬡
Petri.com Resource Center	⬡	⬡	⬡	⬡	⬡
Takeover Page	⬡	⬡	⬡	⬡	⬡
Sponsorship (Podcast)	⬡		⬡		
Sponsorship (Content Category)	⬡	⬡	⬡		
Custom Marketing Programs	⬡	⬡	⬡	⬡	⬡
Reader Surveys	⬡				⬡
Onsite Banner Advertising	⬡	⬡	⬡	⬡	⬡
Rich Media, High Impact Interstitials and Footers	⬡	⬡			⬡



The Petri IT Knowledgebase has served as one of the world's leading content and community resources for **IT professionals** for nearly **20 years**.



First launched by IT expert Daniel Petri in 1999, the Petri IT knowledgebase focuses on serving the needs of IT professionals by providing information to help them solve problems, to do their jobs more effectively and to advance their careers.



Petri Newsletters

Our newsletters are topic driven and keep the IT Pros that trust Petri up-to-date on the latest IT knowledge. Your exclusive takeover sponsorship puts your brand front and center as a thought leader.

Tech Tuesday

Sent Every Tuesday

Distribution 111K

Open Rate 6.6%

CTOR 7%

This Week In IT

Sent Every Friday

Distribution 111K

Open Rate 5.9%

CTOR 6%

The Petri Pulse Newsletter

Tech Tuesday Update

What's the Benefit of Windows on ARM For the Enterprise?

There is a lot of talk about how Windows devices based on ARM will be a huge shift in desktop security but Microsoft needs to come out and explain the value of ARM based devices.

Taking Advantage of Azure's DR Options to Keep Your Data Safe For Tomorrow

Learn about Azure's different options to protect your business-critical data to avoid your next possible outage.

WEBINAR: 3 Ways Microsoft 365 is a Game Changer for You and Your Clients

Petri IT Knowledgebase Solution Spotlight:
Free tool to restore single files or entire VMs from a storage snapshot in minutes!

[Veeam Explorer for Storage Snapshots](#) enables you to perform granular recovery for VMware vSphere virtual machines directly from Hewlett Packard Enterprise, NetApp, Dell EMC and Nimble snapshots. Reduce the time needed to mount snapshots by 10x compared to manual processes, lowering your RTOs while avoiding human errors during critical recovery steps such as mounting snapshots. [Free download.](#)

Adding a Subscription to an External Office 365 User

In this Ask the Admin, Russell Smith walks you through what happened when he converted an external Office 365 user to a paid subscriber and how to avoid the problems encountered.

IBM Announces New Power Systems Servers and POWER9 Processor

In a recent press release, IBM announced its new Power Systems Servers and POWER9 processor, which can be useful when working with artificial intelligence and other compute-intensive applications.

Extending Your On-Premises Databases to the Hybrid Cloud with SQL Server Stretch Databases

See how SQL Server Stretch Databases can extend your data to the hybrid cloud and it is easy to configure too.

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Petri Insider Newsletter

This Week in IT

VMware and Microsoft Are Friends Again

A few weeks back, VMware and Microsoft were not exactly on happy terms. Microsoft was moving around VMware to bring services to Azure and VMware was saying it would absolutely not support the platform.

... a few weeks and it looks like the two have found a way to iron out ... as VMware services are coming to Azure.

Read: [VMware and Microsoft Are Friends Again, VMware Virtualization on Azure Moves Forward](#)

For Microsoft, this is an important win. The company is working to make sure that any and every type of on-premises workload can be run natively in Azure. VMware, a popular alternative to the company's Hyper-V solution, was one of the few missing components to making this goal a reality. While the two companies still have a lot of work ahead of them to fully integrate this solution, the fact that VMware is now on-board with at least supporting the service in some capacity is a step in the right direction.

Brad Sams, Petri IT Knowledgebase

WHITEPAPER DOWNLOAD: Real World Solutions with Virtual Reality

Petri IT Knowledgebase Solution Spotlight:
Watch Now: Learn more about Microsoft 365

Watch now to learn more about what the new Microsoft 365 has to offer businesses and Microsoft partners alike. This isn't just any ordinary new bundle. [Access this video](#) now to understand why Microsoft 365 is a game changer.

Deploy Active Directory and Certificate Services in Azure Using Infrastructure-as-Code — Part 2

In part two of this series on deploying Active Directory and a member server running certificate services in Microsoft Azure, Russell Smith shows you how to add a PowerShell Desired State Configuration resource to the project.

Paul Thurrott's Short Takes: December 22

Because it's the gift that keeps on giving, this special holiday edition of Short Takes looks at Microsoft v. Google, the next version of Windows 10, some new Apple Schmidt, and much, much more.

Removing Unwanted Content from Teams

Content in Microsoft Teams is all very well. But what happens when some not-so-good content turns up or the CEO posts something secret into a public team?

Cloud and Hyper-V Predictions for 2018

Aidan Finn delves into the mists of the future to discover what will work and what will not in the world of Hyper-V and the Microsoft cloud in 2018.

System State Support by Azure Backup Is Generally Available

Aidan Finn discusses what the recent GA of system state protection by Azure Backup means for you and shows how to add system state to MARS agent backup policy.

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Petri Newsletters

Our Tools & Utilities newsletter allows our IT Pro audience to consider and try your products through a simple download. Your tool or utility is showcased in 1 of 4 blocks for our Petri audience to immediately download and trial.

Tools & Utilities

Sent 1st & 3rd Monday each month

Distribution 111K

Open Rate 5.7%

CTOR 3%



Petri Insider Newsletter
Featured Tools & Utilities

Block 1

Real World Solutions with Virtual Reality

Today, VR is definitely not just about playing games. VR has become a vital technology for many businesses and its unique capabilities provide businesses the ability to visualize scenarios, test scenarios, and see how things are going to work in the real world in ways possible without VR. VR is being utilized for a surprising number of vital business functions today. In this white paper, you'll get an overview of VR technology and see how it's a vital part of many industries today. [Download now!](#)

Download Now

Block 2

Free collection of VMware, Hyper-V and Veeam stencils for Visio

Create well organized and polished visualizations of your virtual and backup environments when planning VMware vSphere, Microsoft Hyper-V or Veeam deployments. It helps you to gain better visibility and valuable business insights, including ways to improve your business process efficiency and customer experience.

Download Free

Block 3

Watch Now: Learn more about Microsoft 365

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Learn More

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Petri Newsletters

Twice a month, our White Paper & Resources newsletter is the vehicle where we showcase Petri.com and client thought leadership content. Your webinar, whitepaper or even infographic is shared with our IT Pro audience; building awareness and consideration in the market of your brand.

White Papers & Resources (same execution as Tools & Utilities)

Sent 2nd & 4th Thursday each month

Distribution 111K

Open Rate 5.44%

CTOR 4%

Petri Insider Newsletter
IT Knowledgebase
Whitepapers & Resources Monthly Roundup

Block 1

LIVE WEBINAR

Live webinar: Veeam virtual labs – beginner to advance.

Join this educational session with Veeam IT Guru Noah Gamache. Learn about one of the most popular patented technologies of Veeam: Veeam Virtual Labs, SureBackup and SureReplica and how they help verify the recoverability of every backup.

Block 2

Active Directory Disaster Recovery

Download this Whitepaper

Active Directory Disaster Recovery

As the cornerstone of most enterprise IT systems, Active Directory has grown both in importance and complexity in recent years. Enterprise IT environments have evolved with the rise of the mobile workforce and cloud-based applications, and as a result, businesses have become increasingly dependent on Active Directory for authentication and authorization. [Download this whitepaper](#) to understand key aspects of Active Directory Disaster Recovery.

Block 3

SherWeb WEBINAR ON DEMAND

Watch Now: Learn more about Microsoft 365

Watch now to learn more about what the new Microsoft 365 has to offer businesses and Microsoft partners alike. This isn't just any ordinary new bundle. [Access this video](#) now to understand why Microsoft 365 is a game changer.

Block 4

WHITEPAPER DOWNLOAD

Real World Solutions with Virtual Reality

Real World Solutions with Virtual Reality

Today, VR is definitely not just about playing games. VR has become a vital technology for many businesses and its unique capabilities provide businesses the ability to visualize environments, test scenarios, and see how things are going to work in the real world in ways that are not possible without VR. VR is being utilized for a surprising number of vital business functions today. In this white paper, you'll get an overview of VR technology and see how it's a vital part of many industries today. [Download now!](#)



Thurrott Daily Newsletter

Reach the highly engaged Thurrott audience through a takeover sponsorship of this daily newsletter. Even though Thurrott.com is called a Tech enthusiast site, our research shows that the Thurrott audience trends towards technology decision makers (62%) and is made up of Senior Technologists (31%).

Thurrott Daily Newsletter


Sent Monday – Friday

Distribution: 25K

Open Rate 25.99%

CTOR 28%

Add Thurrottdaily@thurrott.com to your address book

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[Home](#)

THURROTT DAILY
Today from The Home of News, Reviews & Analysis for Tech Enthusiasts

Thursday, January 11, 2018

Thurrott Premium is live! Become a premium member and connect with the **Premium Community** for just \$7 a month. [Subscribe now!](#)



Top news of the day

Microsoft Finally Brings Encrypted Conversations to Skype
By BRAD SAMS

Microsoft is finally turning on the ability to encrypt messages with Skype but there are several caveats, including it is not on by default. [Read More >>](#)

Windows 10's Paint 3D App Is About to Get a Whole Lot More Useful
By MEHEDI HASSAN

Paint 3D is getting a super-powered Free View mode in a new update coming soon to users. [Read More >>](#)

Thurrott Solution Spotlight:
Watch Now: [Learn more about Microsoft 365](#)


Solution Spotlight To learn more about what the new Microsoft 365 has to offer businesses and Microsoft partners alike. This isn't just any ordinary new bundle. [Access this video](#) now to understand why Microsoft 365 is a game changer.



Petri | A BWW Media Group Brand | The New Home of **ITUNITY**

Office 365 Insider

An Informative Newsletter from the Petri IT Knowledgebase



Getting Started with PowerApps and SharePoint Online


Creating Your First PowerApps App Using a SharePoint List — Part 1

If you have been on the internet at all in the last year and read anything about the Office 365 ecosystem, you have heard of PowerApps.

[Read More](#)

Petri IT Knowledgebase Solution Spotlight
Watch Now: Learn more about Microsoft 365

Watch now to learn more about what the new Microsoft 365 has to offer businesses and Microsoft partners alike. This isn't just any ordinary new bundle. [Access this video](#) now to understand why Microsoft 365 is a game changer.



Microsoft Posts Office 365 Information Protection Guide for GDPR

Microsoft has a new Information Protection guide to help Office 365 tenants prepare for GDPR. The guide is incomplete because it focuses on SharePoint Online and OneDrive for Business. However, it does contain some good information that will help companies figure out what they need to do to prepare for the May 25, 2018 deadline.

[Read More](#)

More Getting Started with PowerApps and SharePoint Online

Creating Your First PowerApps App Using a SharePoint List — Part 2

Get connected to PowerApps and create your first app.

[Read More](#)

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You received this email because you are subscribed to Office 365 Insider from Petri.com | BWW Media Group LLC.. Update your [email preferences](#) to choose the types of emails you receive. [Unsubscribe from all future emails](#)

Category Insider Newsletter Sponsorships

Targeting the Office 365 IT Professional, our O365 Insider Newsletter shares the latest knowledge available on O365. Grow your brand consideration with this O365 targeted audience by sponsoring a newsletter takeover

Solution Spotlight

Office 365 Insider Newsletter

Sent 3rd Wednesday of every month

Distribution 66K

Open Rate 5.8%

CTOR 8%



Dedicated Email Sends

Create demand generation with the Petri IT Pro audience by reaching them directly in their inbox.

Petri Dedicated Email

Sent Monday – Thursday

(16 – 20 sends available per month)

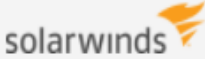
Distribution 75K

Open Rate 9.05%

CTOR 5.35%



Community Announcement
A message from one of our valued sponsors

It's Prize Time! Enter for a chance to win now!



SysAdmin Day is coming!

Celebrate with us all month long.


[GET YOUR FREEBIES](#)

We are Celebrating YOU, SysAdmins!

This calls for prizes...

[GET YOUR FREEBIES >>](#)

We know playing the day-to-day game of a SysAdmin means tackling a non-stop barrage of IT fire drills, putting the needs of users before your own, and reaching deep for extreme amounts of patience. So thank you, and happy 18th Anniversary SysAdmins, for winning at the systems game, it's your turn for some recognition!

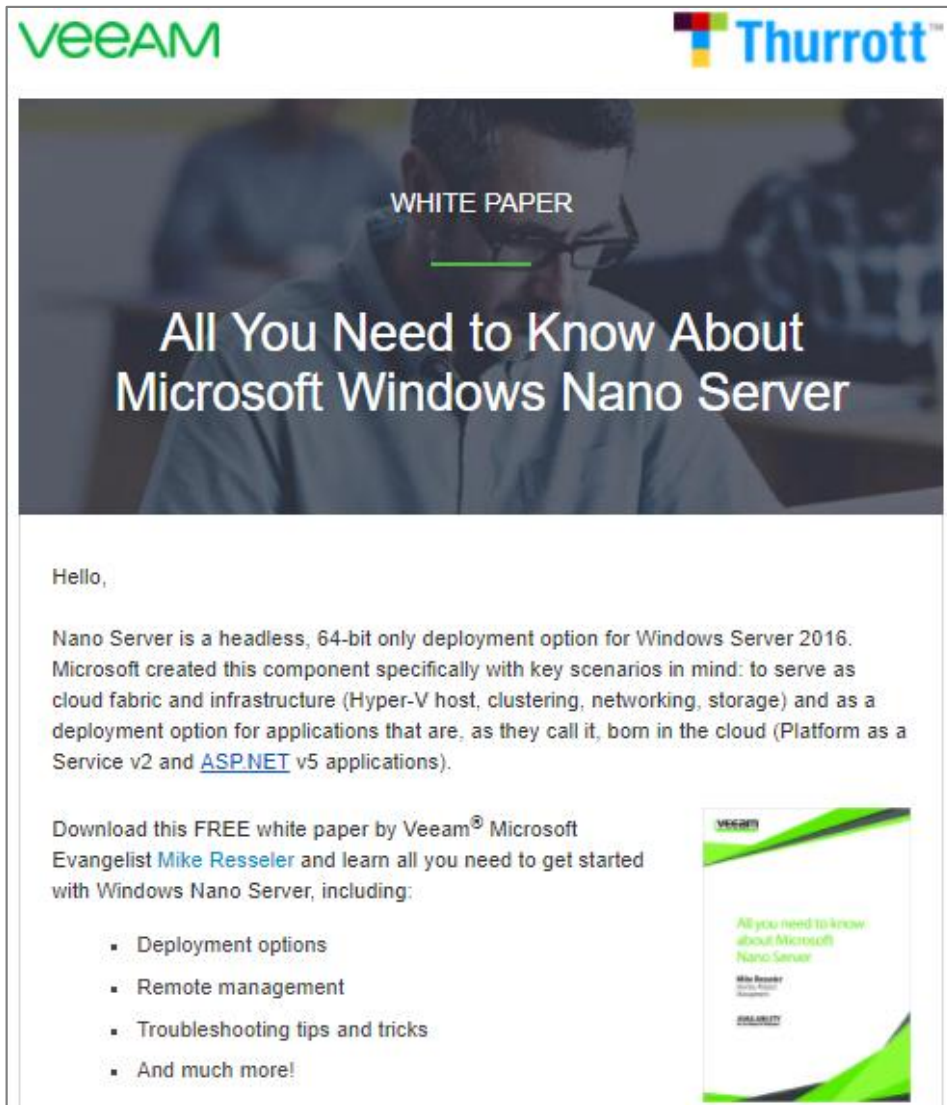


Did we mention we made you a board game?
We salute you, IT heroes for all that you do, and we think it deserves a reward - The FIRST EVER sysadMANIA™ The IT Board Game.
[Enter for a chance to win now >>](#)



Dedicated Email Sends

Immediately reach our responsive Thurrott audience through dedicated email sends. Our Thurrott.com audience is primarily Tech Enthusiasts, Decision Makers and Senior Technologists. Engage directly with them through their inbox.



Thurrott Dedicated Email

Sent Every Tuesday & Thursday
(8 – 10 sends available per month)

Distribution: 24K

Open Rate 29.95%

CTOR 4%





Hybrid Cloud HA and DR Using SQL Server AlwaysOn Availability Groups

by: Michael Oley

Today, many businesses are in the process of looking for ways to leverage the hybrid cloud for high availability (HA) and disaster recovery (DR). The results from this year's survey by [RightScale](#) found that 95 percent of respondents are now using the cloud in some capacity and that hybrid cloud adoption is at 67 percent for all businesses. SQL Server provides the core database support for the mission-critical applications used by many of these businesses, and HA and DR are two of the primary considerations when you're implementing a business-critical database system. SQL Server has several different HA and DR capabilities but AlwaysOn Availability Groups (AGs) are SQL Server's primary HA and DR technology.

First introduced with SQL Server 2012, SQL Server's AlwaysOn AGs provide protection for multiple user databases with up to eight secondary replicas. The primary replica is the source or original host for the protected databases and the secondary replicas serve as a potential failover targets for the AG. SQL Server AlwaysOn AGs support two types of availability modes for the secondary replicas:

- Synchronous-commit mode – Primarily used with other local servers, this availability mode provides HA and automatic failover at the cost of increased transaction latency.
- Asynchronous-commit mode – Primarily used with geographically remote or cloud-based replicas, this availability mode is mainly used for DR. It provides lower latency but does not support automatic failover.

Petri IT Knowledgebase Solution Spotlight

451 Research: Veeam expands DRaaS chops.

Learn more about Veeam offerings in the cloud for DRaaS extension and improvements with new [Continuous Data Protection](#) capabilities. New features combine greater functionality with added orchestration and automation capabilities that will benefit both direct customers and service-provider partners.

[Read Report!](#)

You have the ability to optionally configure one or more secondary replicas to support read-only access to secondary databases enabling reporting or backup to be performed from the databases on those secondary replicas.

AlwaysOn Hybrid Cloud Integration

With the release of SQL Server 2014, Microsoft added hybrid cloud support to AlwaysOn AGs, enabling you to create AlwaysOn AG replicas in Azure. SQL Server's AlwaysOn AG support enables you to create asynchronous secondary replicas in Azure – essentially enabling Azure to function as low-cost hybrid cloud DR site. To take advantage of this capability, you need an Azure subscription, SQL Server 2014 or higher, and connectivity between your on-premises network and Azure. This type of connection requires an on-premises VPN that has an externally facing public IP address. You can find out more details about linking your on-premises network to Azure at [Create a site-to-site connection using the Azure portal](#).

[Read more!](#)

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Custom Email Content Marketing Series

BWW Media Group develops a unique email series to leverage our IT experts and showcase your brand.

This series is aimed at either our Thurrott or Petri audience.

Put your brand front and center to our engaged readers as a thought leader through our custom newsletter options.

Petri Sponsored Insider Newsletter

Sent 3 slots available per month

Distribution 75K

Open Rate 9.05%

CTOR 5.35%



White Paper



4 – 6 Page White Paper

The appropriate expert contributor writes a 4 – 6 page white paper covering an industry need that your organization is solving. Your brand is given thought leadership status through sponsoring the white paper.

The image is a screenshot of a landing page for downloading the white paper 'Active Directory Disaster Recovery'. It features the same server room background as the cover. The page includes the title, a brief introduction to Active Directory, and a list of topics covered: 'RECOVERING A SINGLE DOMAIN CONTROLLER', 'PERFORMING A FOREST RESTORE', and 'ASSESSING RISK AND IMPACT'. A large yellow dashed box highlights a contact form with fields for First Name, Last Name, Email, Phone Number, Country, Company, Company Size, Job Title, and Industry. A 'DOWNLOAD NOW!' button is at the bottom of the form. A yellow arrow points from the button to a green box on the right.

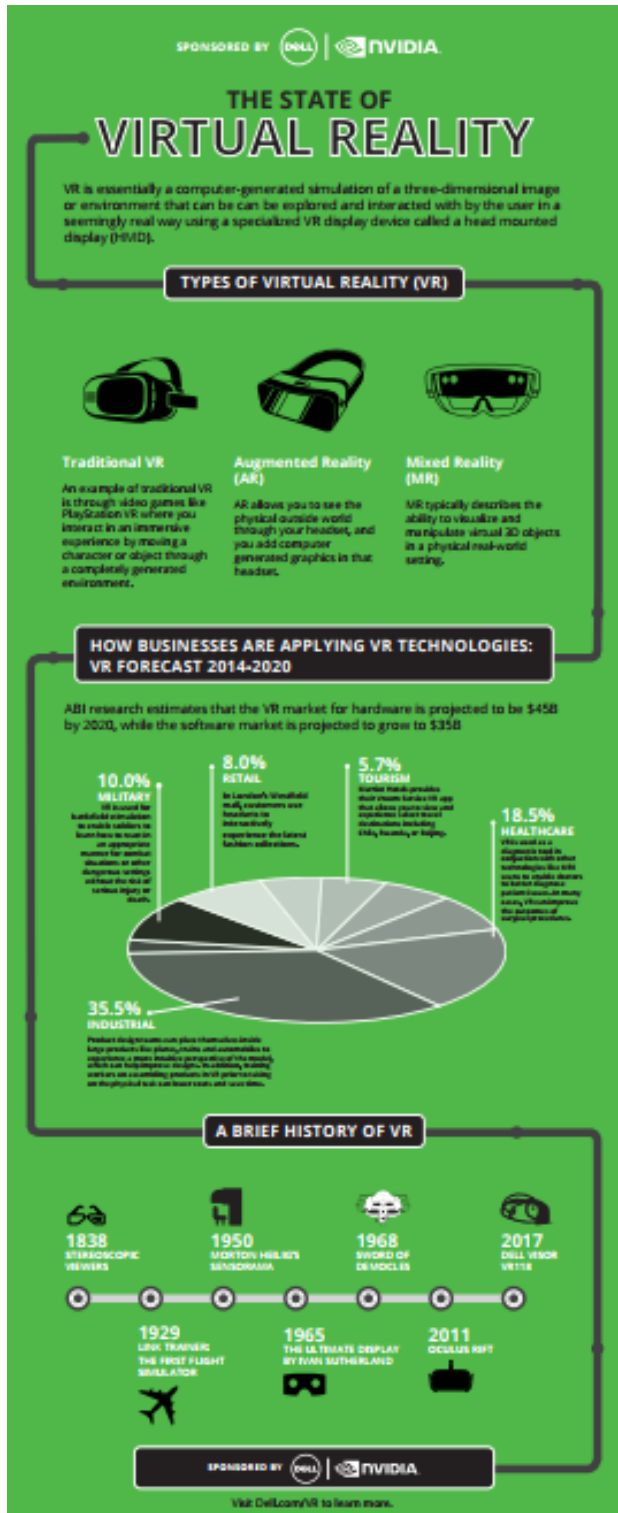
White Paper with Lead Generation Program

Optional BWW Media Group hosts and gates the white paper on a Petri.com or Thurrott.com landing page. BWW Media Group drives traffic to this page and captures and delivers all leads throughout the campaign.

Optional lead generation landing page

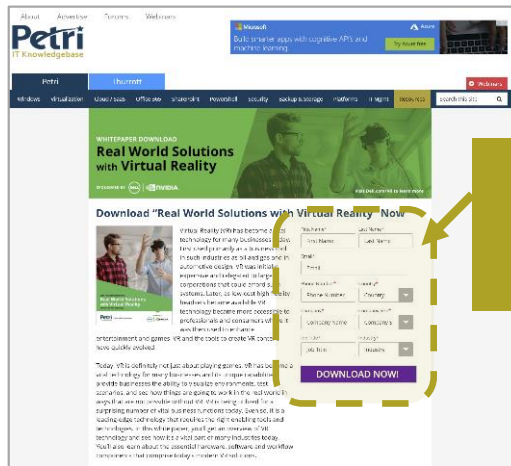


Infographic



Infographic

Your expert or ours provides context and data for a typically strong lead generation asset. Showcase your brand as a topic expert through sponsorship.



Optional lead generation landing page

Lead Generation Landing Page

Optional BWW Media Group hosts the infographic on Petri.com or Thurrott.com and drives traffic to the download page. BWW Media Group captures all throughout the campaign.



Optional Bundle
(White Paper + Infographic)

Optional Capitalize on the power of two lead generation & thought leadership powerhouses by sponsoring a combined white paper and infographic covering a relevant topic.



Webinars

This highly engaging live and on-demand tactic is a lead generation force with our audience of IT Pros and decision makers.



All Inclusive Webinar

Deliver the content your target audience wants & needs from your organization:

- BWW Media Group fully manages this lead generation content marketing tactic from promotion to delivery
- Co-hosted by your expert and ours
- Typically 250 registered leads guaranteed

A registration form for a webinar. On the left, there's a green textured background with the text 'ReFS: Is it a game changer?' and 'Thursday, August 31, 2017 at 11AM EST'. Below that, it says 'The ReFS file system is an opportunity to do more of what you need to do in the data center.' and 'By registering and attending the webinar, one lucky recipient will receive a \$150 gift card to Amazon.' On the right, there's a white box with the title 'Register for this Webinar' and several input fields: 'First name*', 'Last Name*', 'Email address*', 'Phone*', 'Company name*', 'Company size*' (with a dropdown), 'Title*', and 'Industry*' (with a dropdown). At the bottom of the white box is a green 'REGISTER NOW' button and 'Sponsored by VEEAM'.

Fully Managed Webinar Promotions Drives Registration

Included: BWW Media Group creates and manages all on-site, social and email promotional materials to drive registration and attendance for the webinar.

Typical attendance rate: 25% - 35%



Optional Tech Brief

Post Webinar: BWW Media Group creates a Tech Brief. This downloadable file is accessible through the webinar on-demand page and contains the salient information from the webinar.



Real Field Review™

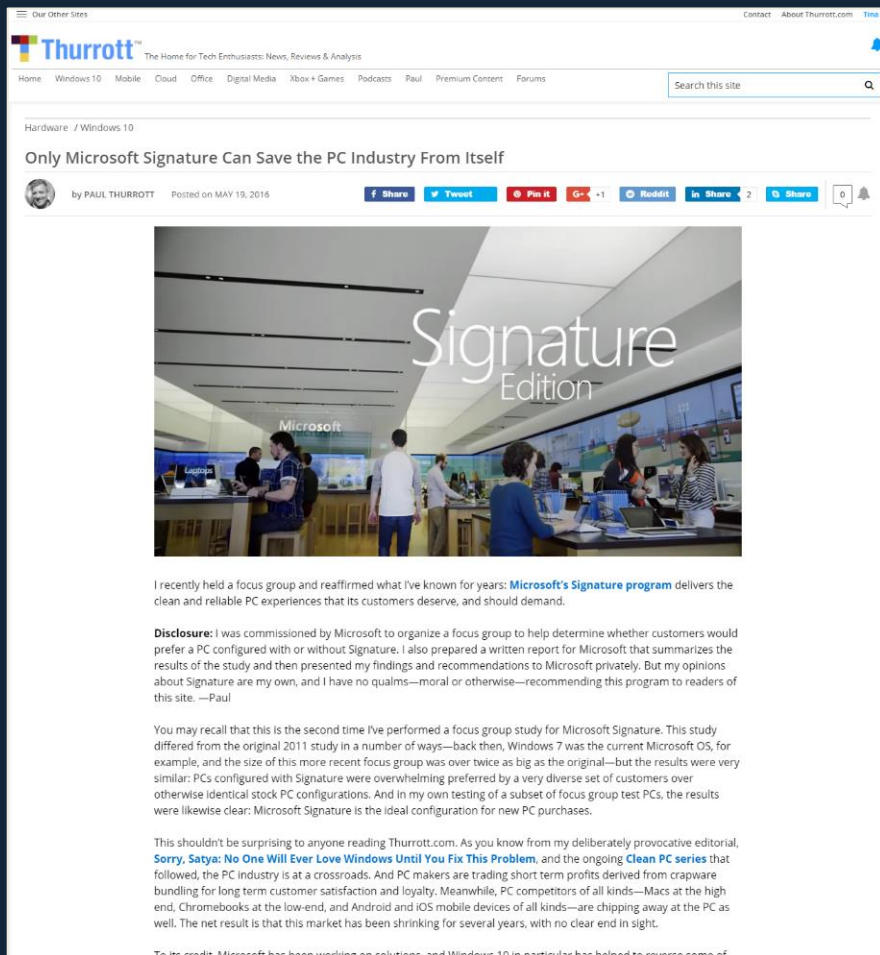
The Real Field Review program is designed to generate awareness and enthusiasm for your products and services among our audience and influencer network.

Real Field Review Program

A BWW Media Group expert and 2 of your customers provide first-hand and in their voice, a “real field review (RFR)” about your product. Or BWW Media Group crowd sources 2 qualified people from our audience to do the real product reviews along with our expert’s review.

Included: Your brand becomes a sponsor of one of our popular podcast shows during the RFR campaign period. On-site and social promotions driving to the reviews are created and managed by BWW Media Group. As a sponsor of the podcast, your brand will enjoy:

- Branded intro/outro sponsorship mentions at the start and end of the show
- Your logo will accompany the podcast episodes it sponsors and will be showcased throughout the site and our podcast distribution network
- A weekly live commercial read promoting your brand



Real Field Review

The following are post statistics for a sponsored review of the Microsoft Signature PC Edition. This Paul Thurrott review was well received, popular and retained a high degree of engagement.

Post Views 37,685

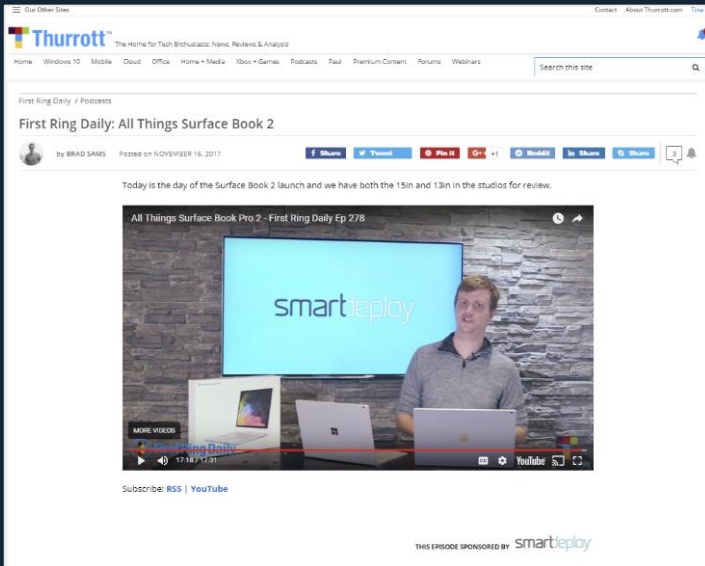
1st Day Post Impressions 29,396

Post Comments 219



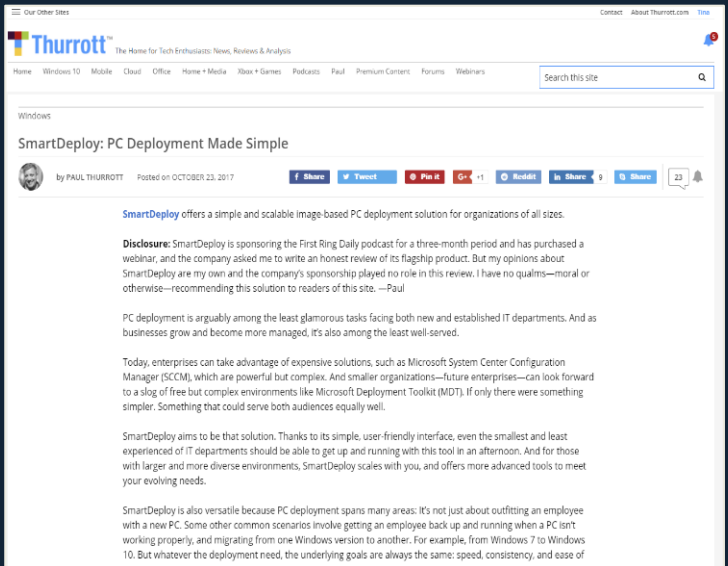
Real Field Review™

Designed to generate awareness and enthusiasm for your products and services among our audience and influencer network.



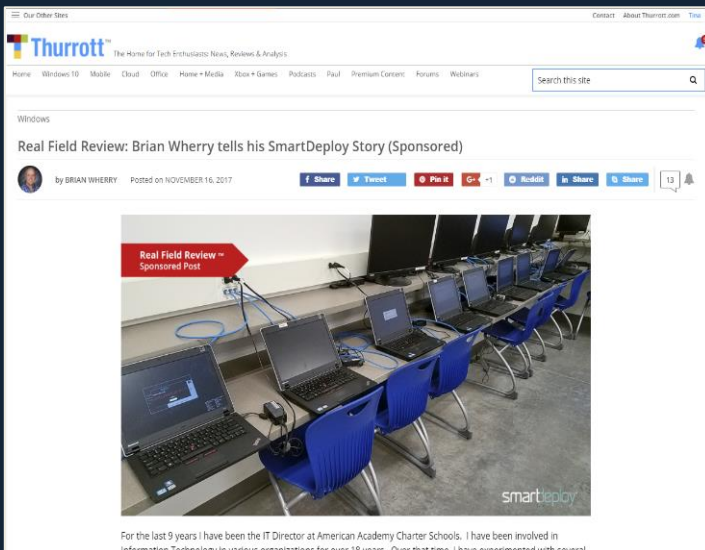
Podcast Sponsorship

Your brand is showcased as a sponsor on one of our popular podcasts



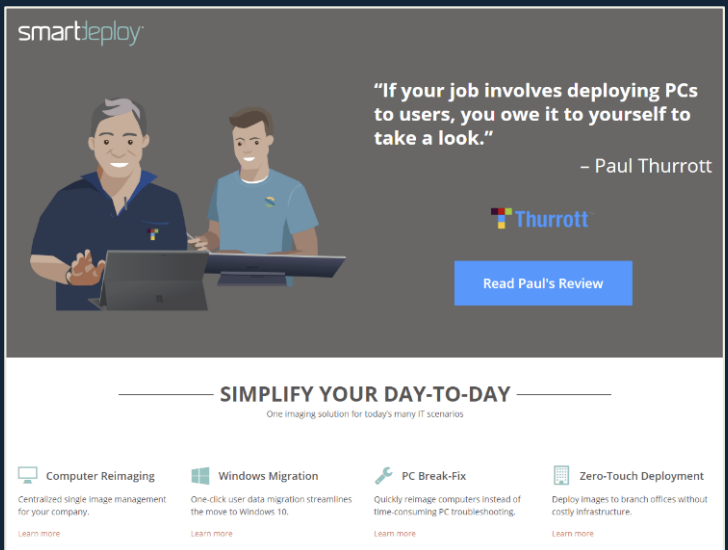
Real Field Review

A BWW Media Group leading voice and industry expert uses your product and writes a real review



Client Guest Review

Your client or one of our crowd sourced readers is a guest reviewer of your product on our site



Special Promotions

Optional During the RFR campaign, we are happy to work with you to support any special promotions you create for the RFR campaign



Petri.com Resource Center

Benefit by sponsoring an informative micro-site on Petri.com and gain thought leader status on topics associated to your branded resource center.

The screenshot displays the Petri.com Resource Center interface, specifically a section for Turbonomic. At the top, navigation links for 'About', 'Advertise', 'Forums', and 'Webinars' are visible. The main header reads 'Petri Resource Center: Managing Your IT Environment' with a 'brought to you by turbonomic' logo. Below this, three large tiles are featured: 'VDI' (Virtual Desktop Infrastructure), 'CLOUD', and 'CAPACITY'. Each tile has a corresponding image and a brief description. The 'VDI' tile mentions a white paper on solving the right problem in the datacenter. The 'CLOUD' tile mentions a webinar on cloud secrets. The 'CAPACITY' tile mentions a white paper on overcoming VDI challenges. Below these tiles, there are several smaller sections: 'Join the Petri Insider' (a newsletter subscription), 'Case Study - Cloud' (EDF Renewable Energy), 'Survey - Cloud' (License Compliance & Audits), and 'Follow Petri on social' (social media links). At the bottom, there is a large section for Turbonomic, featuring a 'Real-time, Self-managing, Application Performance' banner, a 'Download the CIO GUIDE TO AUTONOMIC IT' button, a '30-day free trial' offer, and a 'Download Free Turbonomic Trial' button. The footer includes a 'Case Study - VDI' and a 'Guide - Capacity' link.

Resource Center

BWW Media Group creates and manages a resource center sponsored on Petri.com.

Your resource center will contain content provided by you and fresh content added by BWW Media group on a monthly or quarterly basis.

All promotional areas in the resource center capture leads through gated content.



Takeover Post Page

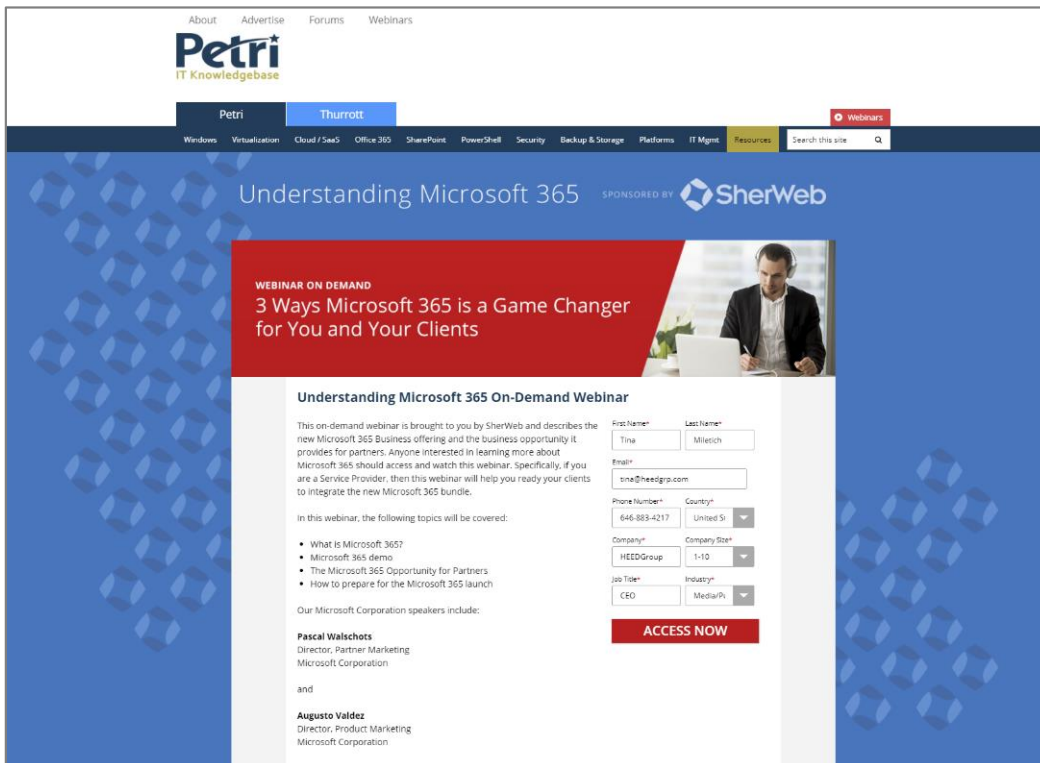
Designed to heighten your thought leadership through brand association on a relevant article page. Excellent extension from brand awareness to lead generation by adding a gated content landing page.



Takeover Page

Included: A sponsored blog post takes over full creative and advertising of page with your branding.

All ads on sponsored page drives to a landing page of your choice.



Takeover page with lead generation landing page

Optional Lead Generation
BWW Media Group drives traffic from sponsored post page (above) to a landing page hosted on BWW properties to capture leads and navigate them to gated asset.



Sponsored Post Page

BWW Media Group provides content development by an **independent subject matter expert**, in addition to project management for blog posts focused on targeted topics. These thought leadership sharing tactics are rotated on the blog roll, and promoted through our social media, newsletters and on-site impressions.

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Petri
IT Knowledgebase

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[Windows](#) [Virtualization](#) [Cloud / SaaS](#) [Office 365](#) [SharePoint](#) [PowerShell](#) [Security](#) [Backup & Storage](#) [Platforms](#) [IT Mgmt](#) [Resources](#)

[Home](#) / [Sponsored: Conquering Remote Desktop Challenges](#)

Sponsored: Conquering Remote Desktop Challenges

Posted on December 21, 2017 by Michael Otey in Administrative Tools and Scripts with 0 Comments

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Petri BLOG SERIES



Sponsored by **Devolutions**

Remote Desktop is one of the IT administrator's core go-to tools. While Microsoft has pushed hard for scripted remote management using PowerShell, there's no doubt that for the vast majority of IT administrators, Remote Desktop is used more often. Remote Desktop gives you immediate access to your remote systems for management, configuration, and troubleshooting. Remote Desktop can be found on the Start menu under *Windows Accessories, Remote Desktop Connection* for Windows 10 and Windows Server 2016. While Remote Desktop is an essential remote management tool, using it has its challenges. Let's take a look at some of the biggest Remote Desktop challenges.

Managing multiple connections

One of the biggest challenges with Remote Desktop is managing and securing multiple remote connections. Many administrators need to connect to dozens if not hundreds of remote systems which can be hard to manage. You can use RDP files to save your connection settings for connecting to your frequently used systems. RDP files allow you to save both your remote system connection and authentication information. To connect, all you need to do is click on the RDP file. This works great for a few systems but it quickly gets messy when the number of remote connections grows. One way to deal with this is to create shortcuts to the shared folders that contain related collections of RDP connections. You can lock down the access to the folders using Windows share permissions; Third-party Remote Desktop management tools can provide additional benefits for managing and securing large numbers of Remote Desktop connections.

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Remote Desktop Manager
Remote Connections & Passwords. Everywhere!
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First Ring Daily™ Sponsorship

With a growing fanbase, First Ring Daily is a popular Monday through Friday Thurrott.com podcast co-hosted by Paul Thurrott and Brad Sams who discuss the biggest technology news of the day.



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- A weekly live commercial read promoting your brand

The screenshot displays the Thurrott.com website interface. At the top, there's a navigation bar with links like 'Home', 'Windows 10', 'Mobile', 'Cloud', 'Office', 'Home + Media', 'Xbox + Games', 'Podcasts', 'Paul', 'Premium Content', 'Forums', and 'Webinars'. A search bar is also present. The main content area features a large video player for the episode 'First Ring Daily Live: The Calm Before the CESTorm', sponsored by CloudBerry Lab. Below the video player, there are three smaller episode thumbnails: 'First Ring Daily Live: The Calm Before the CESTorm', 'First Ring Daily: We Can't Have Nice Things', and 'First Ring Daily: Two Kids at The Table'. Each thumbnail includes a play button icon and a brief description of the episode content.



Sams Report™ Sponsorship

Brad Sams, author of "Beneath a Surface", covers the top technology news stories of the week in the Sams Report.

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- Branded intro/outro sponsorship mentions at the start and end of the show
- Your logo will accompany the podcast episodes it sponsors and will be showcased throughout the site and our podcast distribution network
- A weekly live commercial read promoting your brand



Weekly Views 5,000

The screenshot shows the Thurrott.com website. The header includes the Thurrott logo and navigation links. The main content area features a video player for the episode 'The Sams Report: Edge is Here to Stay', which aired on January 5, 2018. Below the video player, there are three promotional cards for other episodes: 'The Sams Report: Edge is Here to Stay' (Aired on by Brad Sams, 1 Comment), 'The Sams Report: Here's Everything I use' (Aired on December 29, 2017 by Brad Sams, 1 Comment), and 'The Sams Report: Andromeda? More Like Armadromeda' (Aired on December 23, 2017 by Brad Sams, 5 Comments).



The Petri Dish™ Sponsorship


The Petri Dish is the perfect vehicle to reach our Petri IT Pro audience. This podcast delivers industry interviews with the people creating, supporting and bringing the market solutions that IT Professionals need to keep their organization running healthy. In each Petri Dish episode, Brad Sams interviews a different industry expert.

As a sponsor of this podcast, your brand will enjoy:

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Petri Dish



Petri Dish: Remote Connections and Sharing Passwords? There is a better way.
NOVEMBER 27, 2017 WITH 0 COMMENTS BY BRAD SAMs
If you remote into another machine or share passwords with co-workers and are looking for a better way to combine these tasks, you need to take a look at the latest episode of the Petri Dish.



Petri Dish: Sitting Down with Paul Mattes to Talk Cloud Trends
NOVEMBER 6, 2017 WITH 0 COMMENTS BY BRAD SAMs
Everything and everyone is talking about 'the cloud' and what it means for tomorrow. Understanding how this technology fits into your portfolio is important but it's better to understand when the time is right to migrate.



Petri Dish: Talking with Jeff DeVerter about PCI Compliance and a lot More
OCTOBER 6, 2017 WITH 0 COMMENTS BY BRAD SAMs
This week I had a chance to sit down with Jeff DeVerter to talk about PCI Compliance, managed hosting solutions and a lot more on the Petri Dish.

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The Enterprise Dish™ Sponsorship

BWW Media Group is bringing industry thought leaders to the Petri It Pro audience through the popular, Enterprise Dish. Hosted by Brad Sams, our Executive Editor, and a rotating core list of co-hosts; with expertise in a wide variety of enterprise technology topics including cloud, desktop, server and productivity software.

New topics are covered on a weekly rotation. For instance, the first week of every month will cover Cloud; the second week is dedicated to server etc. Each episode is intended to provide the listener with knowledge that will help them stay current of the latest updates as well as providing them with a tip or useful to their daily tasks as professional technologists.

The Enterprise Dish podcast has 4 exclusive invitation-only sponsorships available. We are looking for the brightest personalities in the industry that want to showcase their company through commercial sponsorship and be a co-host on this popular podcast. Each co-host sponsorship opportunity comes with a minimum of 12 co-hosted episodes.

TheEnterpriseDish

Enterprise Dish: New Co-Host, New Windows, New Migrations

Posted on January 17, 2019 by **Brad Sams** in Enterprise Dish, and Podcasts

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On this edition of the Enterprise Dish, we have a new co-host from SmartDeploy, Aaron Suzuki and we dive into Windows 10 upgrades, Windows 7 migrations, and a little bit about patching philosophy as well.

You can learn more about Aaron and SmartDeploy, [here](#).

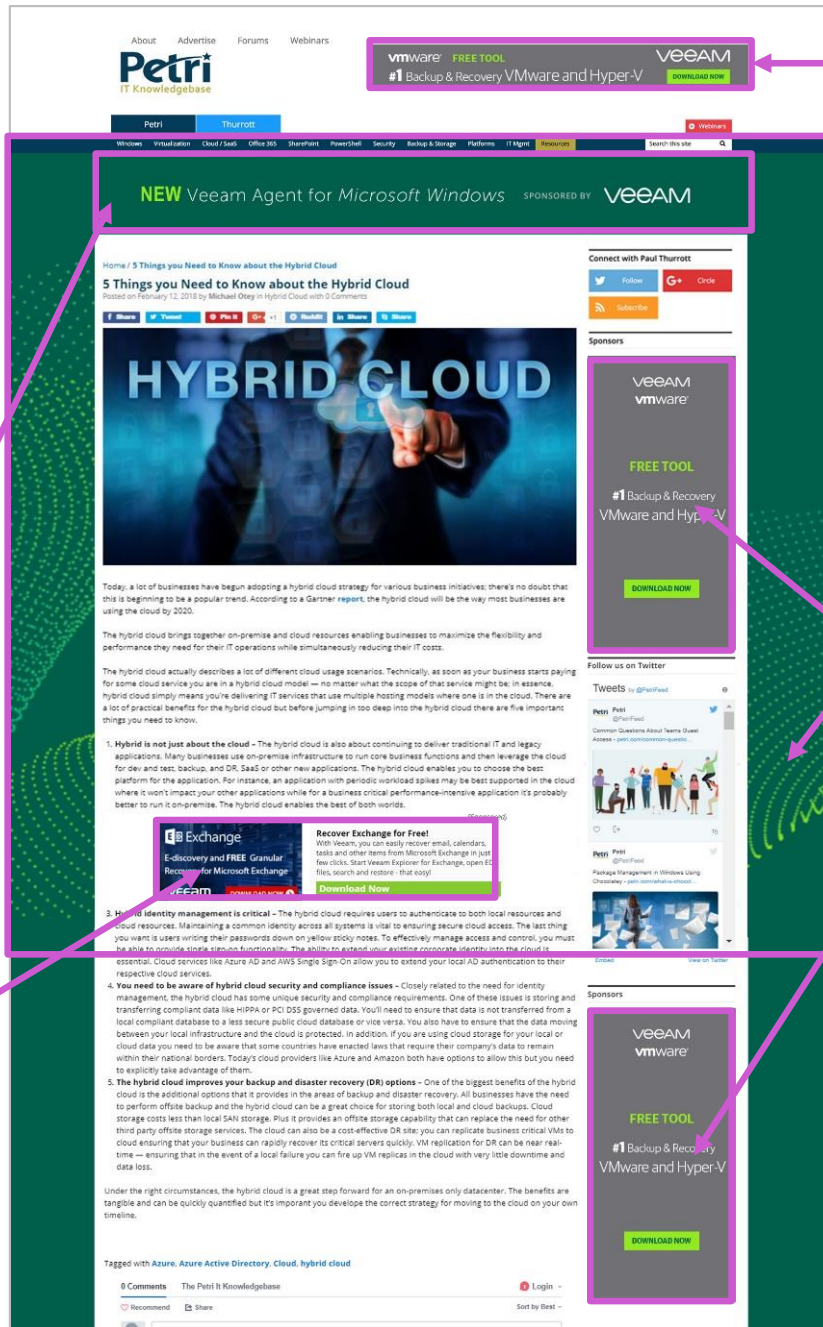


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