



**MORE SPEED.  
MORE EASE. LESS COST.**

**ALL IN A SINGLE ENVIRONMENT.**

---

**How to Sell Application Development and Testing:**  
A Workload Playbook



---

Market | Audience | Value Prop | Use Cases | Competitive | Resources





# Introduction

## What this playbook is about

Where is software development heading? By all indications, directly to the cloud – and for you, that means a significant sales opportunity.

The reason: CenturyLink Technology Solutions offers a comprehensive, competitive software development solution on a single platform, helping organizations develop applications more cost-effectively, more easily and more swiftly than traditional hosted methods.

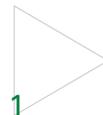
Our advantage? Our pedigree, matched with our level of service. We're seasoned hosting providers, yes. But more than that, we offer organizations a solid development environment over which they have complete control in terms of costs, management, and selection of development tools.

This playbook will take you through the details of our Application Development and Testing offering. You'll get invaluable tips and

techniques for how to sell to and win over the notoriously skeptical audience of application developers. You'll learn the challenges technology decision-makers face in their responsibilities for creating innovative applications to meet business demands. And you'll gain insights into the issues that face business decision-makers responsible for bringing applications to end-users.

### work•load [wurk-lohd] *noun*

1. the amount of work that a machine, employee, or group of employees can be or is expected to perform
2. an instance of an IT application and the "work" it does for an enterprise



## What this playbook is about (Cont.)

### Application Development and Testing Workload

With a constant need for new and innovative applications, businesses are looking for ways to produce them more quickly than ever before. That means finding the optimal environment, processes and infrastructure to make it happen.

CenturyLink's Application Development and Testing services provides organizations with the ability to develop, test and deploy applications more efficiently because it provides a platform to quickly and easily deploy applications, and takes away the need to maintain and manage the platform and the infrastructure. Our services grow and shrink based on the immediate actual need, not on a projected need.

The advantage? Technology decision-makers can focus on how to support the business strategy. Their business counterparts can be more responsive to marketplace demands. And the application developers can focus on what they do best: coding – not maintaining or troubleshooting.

Our goal: to streamline application development and testing for organizations, and grow with them as their business needs grow.

#### Did you know?

CenturyLink Technology Solutions (formerly Savvis) has appeared as a leader in the Gartner Magic Quadrant for six years straight.

Source: Savvis Global IT Leadership Report, Sept 2013

MORE

**DEMAND**

FOR LESS

**COMPLEXITY**





# Programming is complicated enough. The environment in which it's done doesn't have to be.

The results are in: when it comes to deploying applications, the cloud is winning by a landslide.

The cloud-based application development market is large and growing larger because IT decision-makers, business decision-makers and the developers themselves see all the advantages: lower costs, simpler contracts, an easier-to-manage environment, and faster speed of deployment.

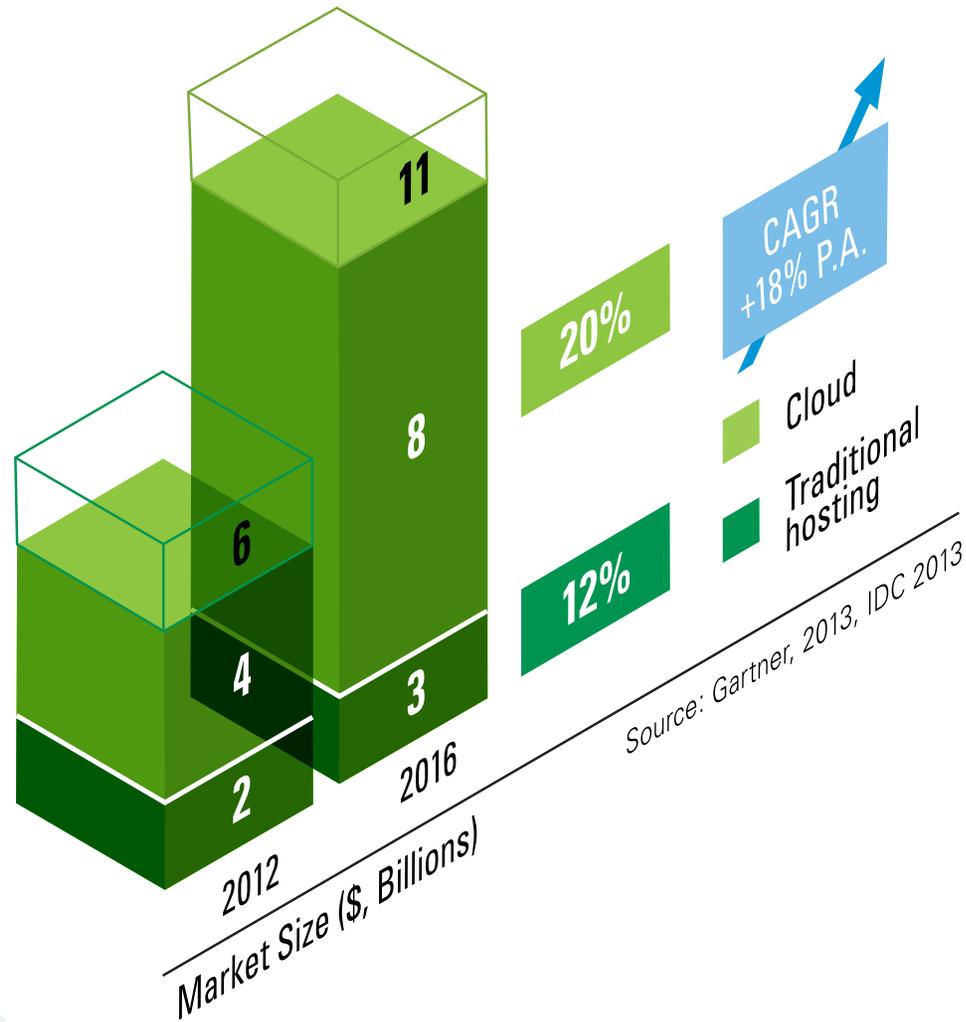
It's a market that's expected to reach \$8 billion by 2016. And that will be double what it was in 2012. The competition – Amazon Web Services, Verizon Terremark, Rackspace and Windows Azure among them – is well aware of the opportunity.

But even with this level of competition, CenturyLink wins in terms of agility, scalability and availability.

This is your opportunity to tap into this growing market. The first step: knowing your audience, gaining insights into their challenges, and understanding how you can help them meet those challenges.



# Programming is complicated enough. The environment... (Cont.)



CUT TIME.

**CUT COSTS.**

MAKE BETTER

**APPLICATIONS.**





It's a digital world, and within it, there's a constant demand for new applications. Consumer or business. Governmental or institutional. Internal or external. Desktop or mobile. Whatever the need, every organization everywhere needs them, and they need them now. *Right now.*

All this puts a lot of pressure on development teams to produce. And that doesn't just mean they need to hit deadlines faster. They also need to solve problems more easily, keep costs lower, take quality higher, have more control, be more productive and more competitive, test for more users than ever before and—perhaps most important of all — be more creative.

It requires skill, effort and talent. It also requires the right tools.

CenturyLink's cloud-based development solution enables developers to focus on what's most important to them — development — and not on issues such as scalability, hardware costs, database resources or availability. When all those issues are already handled, it frees them up to do what they do best: developing innovative applications that meet operational, business and market needs.

Here, we profile our three core target audiences, all of which are directly involved in the development of applications.



# Anatomy of an IT Leader



*“What drives my team as an IT organization?  
Business outcomes. We are measured by them –  
which is why I need to stay focused on them. It’s  
very simple: the more efficiently we create, deploy  
and manage applications, the more successful we  
are as an IT organization, and as a business.”*

## VITAL STATISTICS

---

**Title:** CIO, IT Director

**Sector:** Retail, Consumer Packaged Goods, Financial Services, Media, Manufacturing,  
Healthcare or Government

**Size of Organization:** >5,000 employees

8

Market | Audience | Value Prop | Use Cases | Competitive | Resources



**CenturyLink**<sup>®</sup>  
Technology Solutions

## 1\_ WHAT HE THINKS

---

"I have a responsibility to the business. What I do is not just about managing IT... it's about driving the business forward."

## 2\_ WHAT HE'S LOOKING FOR

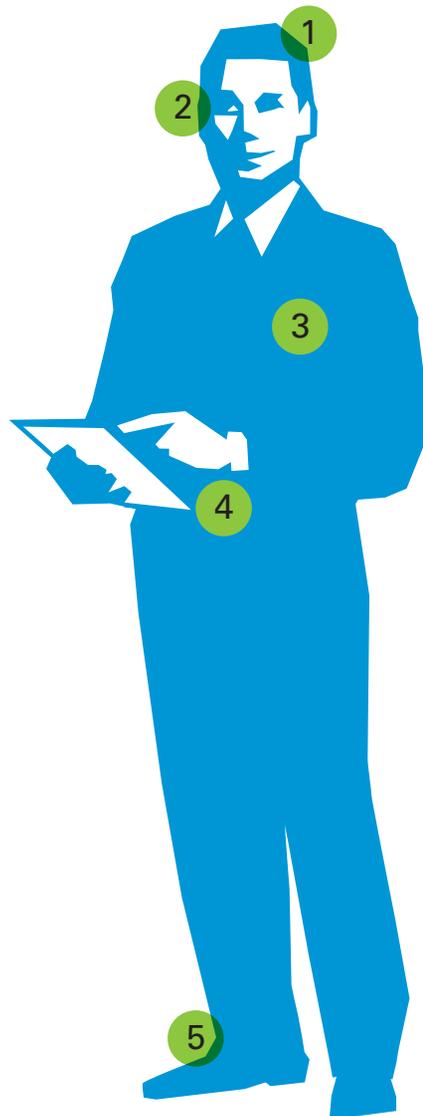
---

"A technology provider that enables our development teams to focus on what they do best: create innovative applications."

## 3\_ WHAT HE FEELS

---

"We're not judged on everything we've done – just what we've done lately. There is a demand for us to perform consistently well, by our colleagues and by our customers. Our job is to find ways to do it better, every day. "



## 4\_ WHAT HE CRAVES

---

"Speed-to-market. Lower TCO. Pay-per-use. Flexible capacity. Security."

## 5\_ WHERE HE STANDS RIGHT NOW

---

"New and innovative applications are in constant demand. With access to the right platform and infrastructure, we can develop the applications to meet that demand."

### Did you know?

Colocation and managed services will gain in popularity over the next two years as on-premise, in- house systems decline.

Source: Savvis Global IT Leadership Report, September 2013

# What they buy

## On-demand dedicated resources

Computing  
Storage  
Database

## Access to popular application frameworks

Code libraries  
Development and test tools  
Source code  
Data management

## Full set of managed services

Monitor  
Manage  
Upgrade

## Advanced services

Code review  
Change Management



# How they buy

## Vendor Selection

RFP-based

## Sales Cycle

6 – 18 months

## Contracts

Complex and detailed  
(vetted through legal)

## Monthly Recurring Revenue

\$50,000 - \$100,000

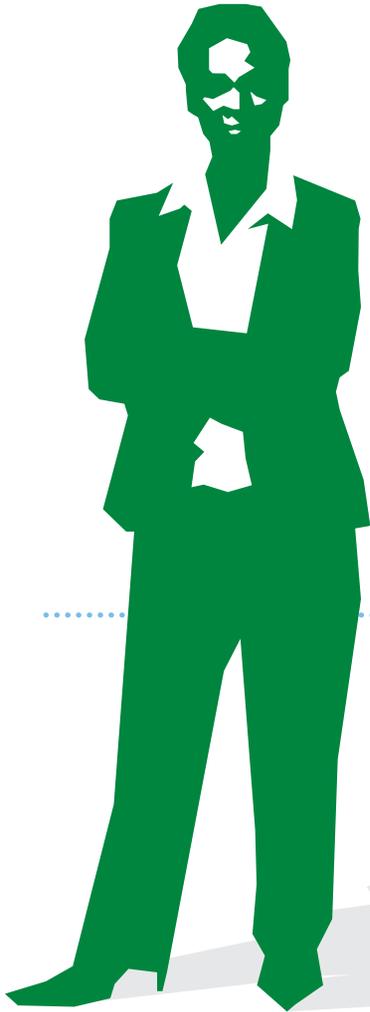
10

Market :: Audience :: Value Prop :: Use Cases :: Competitive :: Resources



**CenturyLink**<sup>®</sup>  
Technology Solutions

# Anatomy of a Team Leader



*“Work smarter, not harder. That’s what I try to help my team do. As the person responsible for leading the development of applications, I want to find ways that help them be more creative, more productive and more satisfied with what they ultimately produce.”*

## VITAL STATISTICS

**Title:** Business Unit Manager, Chief Architect, Application Development Manager

**Sector:** Financial Services, High Tech, Software, Retail, Consumer Packaged Goods, Media, Government

**Size of Organization:** >500 employees

## 1\_ WHAT SHE THINKS

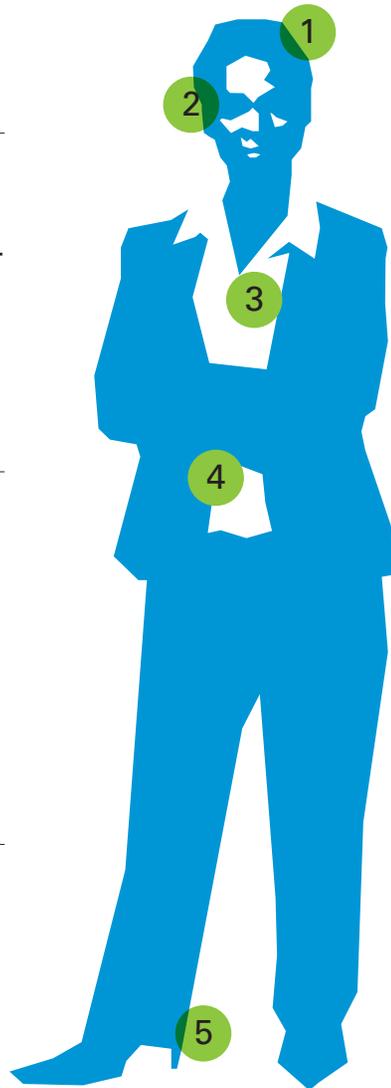
“We can plan for the future – but really only the immediate future. We need the ability to respond to demands whenever they come up, including today.”

## 2\_ WHAT SHE’S LOOKING FOR

“We need flexibility. That means infrastructure on demand. Platform access. And the ability to switch between cloud and non-cloud environments.”

## 3\_ WHAT SHE FEELS

“Developing applications is all about setting a goal, then reaching it. There is nothing more satisfying than when we reach the goal on time, or – even better – sooner than we expected.”



## 4\_ WHAT SHE CRAVES

“Accelerated application development and testing. One platform for cloud and non-cloud applications. Control over infrastructure.”

## 5\_ WHERE SHE STANDS RIGHT NOW

“We always want to be more productive. When we are, it’s what motivates us to do even more.”

### Did you know?

In five years, outsourced cloud becomes the leading IT model, surpassing colocation, managed services and in-house owned models.

Source: Savvis Global IT Leadership Report, September 2013

# What they buy

## On-demand IaaS and PaaS

Computing

Storage

Database

## Access to popular programming platforms and development tools

Source code

Build repositories

## Migration services

Development

Test

Production Environment



# How they buy

## Vendor Selection

RFP-based

## Sales Cycle

0 - 3 months

## Contracts

Establish Master Service Agreement; enable Business Units or Developers to buy within MSA

## Monthly Recurring Revenue

\$10,000 - \$15,000

# Anatomy of a Developer



*“As developers, we work as a team. We need to work collaboratively. But we also need to work fast. We need to work smart. So, we need to be nimble. The more easily we can get up and running to focus on developing and testing efficiently, the more we can accomplish.”*

## VITAL STATISTICS

**Title:** Application Developer

**Sector:** High Tech, Software, Media

**Size of Organization:** >500 employees

14

## 1\_ WHAT HE THINKS

---

“As developers, we run a marathon relay race every day. Just as I rely on a fellow developer to get something to me on time, there’s another developer who’s depending on me up ahead. I need to keep up, all the time.”

## 2\_ WHAT HE’S LOOKING FOR

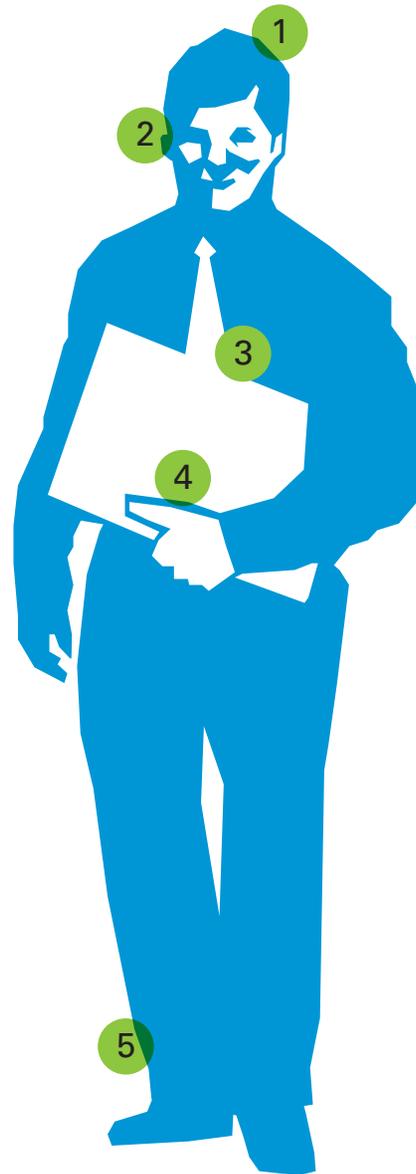
---

“They call it the cloud, but I think of it more as a balloon. We need the infrastructure to expand and contract on demand, depending on what our immediate needs are.”

## 3\_ WHAT HE FEELS

---

“It’s great when we find a creative solution to a real problem. I want to make sure I work in an environment where I can make that happen, all the time.”



## 4\_ WHAT HE CRAVES

---

“The ability to code faster. Have more flexibility. Work more collaboratively. Reduce testing time. And build better apps.”

## 5\_ WHERE HE STANDS RIGHT NOW

---

“For me, it’s all about being productive. I want to explore more, discover more, and ultimately, do more.”

### Did you know?

By 2016, 40 percent of mobile application development projects will leverage cloud back-end services.

Source: Gartner, “What AD Leaders Need to Know About Cloud Mobile Back-End Services: Don’t Enter the Cloud Unprepared”, April 2013

# What they buy



## On-demand PaaS

- Computing
- Storage
- Database

## Access to popular application frameworks

- Code libraries
- Development tools
- Test tools

## Portability

Between production and hosting environments (e.g. from RAX to AWS or public to private clouds)

# How they buy

## Purchase Influence

Bottom-up influence:  
Developers engage in trials for the purposes of exploring, typically on their own

Top-down influence:  
Developers vet a vendor being considered for an engagement

## Sales Cycle

0 - 3 months

## Contracts

May be consulted to review Master Service Agreements that will affect their usage of the product or service.

## Monthly Retained Revenue

\$5,000 - \$15,000

YES, OUR PLATFORM IS IN THE  
**CLOUD.**

AND IT COULDN'T BE ANY MORE  
**SOLID.**





While there are differences between them, the common denominator between IT Directors, Team Leaders and Developers is their shared need to have flexibility matched with diversity and performance. This is where CenturyLink can provide a real Solution: a comprehensive development environment that meets technology, business and development needs, all on one platform.

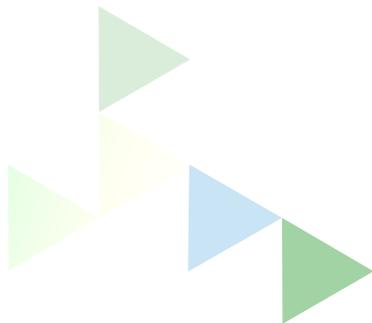
To help you gain further insight into what's most important to each of our audiences, what follows is the CenturyLink Technology Solutions' Value Proposition – what we offer, why we're different, and the business outcomes we enable –

tailored specifically to each of our core audiences. The result: you can have most relevant and effective conversations... leading to more conversations...and to closing more business.

### Did you know?

Within five years, companies will have outsourced approximately 70 percent of their infrastructures.

Source: Savvis Global IT Leadership Report, September 2013



# For IT Leaders

## Your link to what's next

For IT Leaders who have application development and testing requirements, CenturyLink Technology Solutions offers industry-leading IT infrastructure services on a single platform built for global performance and agile innovation.

With deep IT infrastructure experience and advanced network at the foundation, CenturyLink provides a development environment that is secure, scalable, and highly available, with the most popular tools and frameworks.

The results: significantly lower total cost of ownership and the freedom to focus on *what's next* for their organization.

OUR OFFERING	WHAT SELLS IT
Customized, end-to-end solutions	Industry-recognized managed hosting leader specializing in highly customized solutions  Manage 30% of production environments of Fortune 100 companies
Managed services such as security and monitoring  Chargeback and resource allocation to business units	A single point-of-contact for all hosting environments
Full control from bare-metal to application	55 global datacenters

# How we help.

## 1. Efficient Capital Utilization

Our IaaS enables IT Leaders to allocate funds based on actual usage, as opposed to estimated usage.

## 2. Lower Total Cost of Ownership

Our pay-per-use model and ability to deploy, host, and manage globally on a single platform keeps overall costs in check, such as licenses for common development frameworks and systems development lifecycle tools.

## 3. Greater Control

Our single platform provides IT departments with the ability to enforce regulatory compliance across all web properties. In addition, they can monitor usage by business unit to help ensure accurate chargebacks to projects. And they can reduce multiple vendor engagements by providing developers with a single production environment.

## 4. Improved Product Development Quality

With the ability to create cost-effective test environments, developers can closely mimic production environments in scale.

## 5 REASONS FOR IT LEADERS TO CHOOSE CENTURYLINK:

1. Reputation as a managed hosting leader
2. Unique network and data center assets not offered by SIs and OEMs
3. Proven ability to customize for complex hosting deals
4. Enterprise-grade toolset that's easily adopted
5. 24/7/365 support via phone and e-mail

# For Team Leaders

## Your link to what's next

For Team Leaders in business and application development, CenturyLink Technology Solutions offers infrastructure and platform services that enable teams of developers to create applications with complete control and flexibility as they move from development to testing to actual deployment.

With deep IT infrastructure experience and advanced network at the foundation, CenturyLink provides on-demand development environment that is secure, scalable, and highly available, with the most popular applications and frameworks.

The results: significantly faster development times and the freedom to focus on *what's next* for their organization.

OUR OFFERING	WHAT SELLS IT
On-demand computing, storage and database resources	Control of environment with the ability to expand and contract as needed
Popular programming platforms and development tools	Productivity for developers
Migration path to complex production environments	Ability to grow as application evolves
Component-level control of hardware and software	Agility for developers



# How we help.

## 1. Accelerated application development

The CenturyLink platform offers the ability to rapidly set up a development and test environment on demand for new projects and ad hoc needs. Blueprints and templates can be created for recurring projects, thus further enabling faster release times.

## 2. Efficient capital utilization

Our IaaS enables IT Leaders to allocate funds based on actual usage, as opposed to estimated usage.

## 3. Lower Total Cost of Ownership

Our pay-per-use model and ability to deploy, host, and manage globally on a single platform keeps overall costs in check, such as licenses for common development frameworks and systems development lifecycle tools.

## 5 REASONS FOR TEAM LEADERS TO CHOOSE CENTURYLINK:

1. Billing and chargeback capabilities to business units
2. Robust set of applications and frameworks for developers
3. Managed services for migration support and monitoring
4. Ability to support production environments
5. 24/7/365 support via phone and e-mail

# For Application Developers

## Your link to what's next

For Application Developers, CenturyLink Technology Solutions offers infrastructure and platform services that enable them to efficiently develop applications with greater efficiency, convenience and flexibility.

With on-demand access to the most popular development tools, frameworks and libraries, developers can be more agile and more innovative.

The results: the ability to be more productive, and the freedom to focus on *what's next* for their organization.

OUR OFFERING	WHAT SELLS IT
On-demand compute, storage and database resources	Simple, automated sign-up and deployment options User-friendly, easy-to-use interface
Popular programming platforms and development tools	Portability between cloud and development/production environments Ability to replicate globally to 55 datacenters



# How we help.

## 1. Greater convenience for developers

With migration services that enable portability from development to CIO-approved production environments or between clouds, developers have more flexibility and freedom.

## 2. Accelerated application development

The CenturyLink platform offers the ability to rapidly set up a development and test environment on demand for new projects and ad hoc needs. Blueprint and templates can be created for recurring projects, thus further enabling faster release times.

## 3. Improved Product Development Quality

With the ability to create cost-effective test environments, developers can closely mimic production environments in scale.

## 5 REASONS FOR TEAM LEADERS TO CHOOSE CENTURYLINK:

1. Immediate access to tools, frameworks and code libraries
2. Portability between cloud and development/production environments
3. On-demand scalability
4. User-friendly interface
5. 24/7/365 support included in all contracts

REAL-WORLD  
**SCENARIOS.**

REAL  
**SOLUTIONS.**

# Perspectives on the challenges our customers face — and how you can help solve them.

There are many reasons why there is so much development happening in the cloud today. Here are several challenges that IT Leaders, Team Leaders and Developers face every day—and how a CenturyLink Application Development and Testing offering can help meet those challenges.

## IT Scenario 1

**Situation:** Provisioned servers are being hoarded by developers who are reluctant to tear them down – even in between projects – because they don’t want to have to wait on IT to stand up a new dev/test environment for the next project. This resource hoarding means higher costs for the organization.

**Solution:** CenturyLink Cloud Platform, rolled out for the entire organization.

**Business Outcome:** Developers get the speed of deployment and scalability they need to provision – and tear down – servers based on need, resulting in cost savings. And with the solution’s Cloud Management features, IT gains additional insight and resource governance to further manage costs and permissions across the organization.

## IT Scenario 2

**Situation:** The organization is developing applications at a rapid pace. Unfortunately, many of those applications are hiding out in “shadow IT” environments.

**Solution:** Standardizing deployments into the single managed fabric of CenturyLink Cloud gives IT insight, control, and governance, while developers have the speed and choice they need to deploy, creating compliance by “carrot” not “stick” – which wasn’t working anyway.

**Business Outcome:** IT and developers have the insight to work together to keep out-of-date straggler applications from hiding around the organization, and a single managed fabric maximizes provisioned capacity, saving costs.

## Team Leader Scenario 1

**Situation:** Application development and testing on the existing provider's infrastructure lacks agility, throttling scalability, creating delays and sowing frustration among the developers on the team. But the core IT department can't make a major change anytime soon. The team leader has very limited budget and needs to pinch every penny.

**Solution:** CenturyLink Cloud Platform gives the entire team agile, pay-as-you-go computing resources, with the ability to pause and archive servers for additional savings.

**Business Outcome:** The team leader vastly improves the team's ability to develop and test applications by moving the workloads to the cloud, reducing costs at the same time. With the time and money saved, the team is able to find room in the budget for a quarterly development getaway.

## Team Leader Scenario 2

**Situation:** Infrastructure costs for the development team are rising quickly and upper management is demanding they be controlled. The developer team leaders know that there is a great deal of inefficiency in how the servers are being managed individually and want more oversight into who is using what, how, and to have more equity in chargebacks to their groups.

**Solution:** Server Groups are created to manage servers in bulk. Each developer team is assigned to a Group – a collection of virtual machines – with sub-Groups created as needed for even deeper monitoring and management. Thresholds are set up for each team's server Group in order to manage capacity for storage, CPU, and memory. One team schedules downtime for their entire Group to account for weekends when they are not developing and testing their applications.

**Business Outcome:** Each developer team leader now has the right capacities and controls in place to automatically keep costs in check, and they have full control to monitor and manage all of the servers within their Group for easy refinement. The result is a dramatic shift to cost control, and insight to usage and Group-based chargebacks, without impacting the velocity of development teams.

## Application Developer Scenario 1

**Situation:** Demand for applications across the organization is rapidly increasing. To meet this demand, Lines of Business are bringing on developers of varying degrees of capabilities that use a broad variety of toolsets. These developers are ready to prototype many types of new applications, but IT is struggling to keep up with servicing their diverse requirements on dedicated dev/test servers. The queue is building, projects are falling behind, and LoB management is not happy.

**Solution:** CenturyLink Cloud enterprise-grade Platform-as-a-Service gives developers the complete, secure environment to easily and completely configure and manage their deployments, with their choice of runtimes, tools, and services that meet their specific needs.

**Business Outcome:** Developers are free to work more creatively, regardless of operations knowledge, greatly increasing their ability to prototype and innovate at the speed of demand. IT is freed up to focus on other business challenges.

## Application Developer Scenario 2

**Situation:** Developers across the organization are spending valuable time troubleshooting and correcting issues resulting from improperly configured cloud environments and software that need correcting manually, draining developers' and operation's time and driving up the total, true costs of setting up complex environments.

**Solution:** Blueprints are used to create "templates" for the most common environment configurations, resulting in configurations that are always deployed to their ideal settings with just a couple of clicks.

**Business Outcome:** Sub-optimal best practice configurations are greatly reduced, giving valuable time back to developers, and increased confidence in IT.

HOW TO START A

# CONVERSATION

WITH YOUR PROSPECTS AND THEN

# KEEP IT GOING.



# Questions to ask and steps to take to help accelerate your sales process.

The trends and research show that successful cloud deployments are developer-led. By understanding how developers work within the organization, and what applications are deployed how, you will have effective conversations about the cloud.

## Questions to ask

1. Where are you developers? In-house? Contract?  
Distributed globally?
2. Where do your developers perform dev/test?
3. Do all your developers work in an identical environment, or in unique environments to suit specific development needs?
4. When was the last time dev/QA environments looked identical to production? How do you deliver these environments so that they do?
5. What tools are they using? Are your developers working purely at the code level, or contributing to some degree to support operations?
6. How does IT maintain insight and control over dev/test environments in the organization?
7. How many workloads would you say get deployed outside the core IT infrastructure?
8. When workloads are deployed to your official infrastructures, are developers tearing down provisioned servers in-between projects, or holding on to these resources indefinitely?
9. How much time do central IT operations resources spend on provisioning, maintaining or correcting environments for development and testing to provide proper configurations and meet demand?
10. How is IT management accounting for the costs of dev/test environments by LoB, by developer group or individual developer?

# Steps to take

Every person's selling style is different, so please think of these steps as a guide only. You may be equally effective using other techniques, however, we have found that this seven-step plan to be an effective way to reach prospects, raise their interest, and move them further along in the sales process, whether you're a "Hunter" (i.e. looking for new customers) or a "Farmer" (upselling existing customers).

## STEP ONE

### **Learn about the workload in detail**

Take the time to explore the specifics of the workload, take the appropriate training (if applicable), and familiarize yourself with the messaging.

## STEP TWO

### **Review and understand all marketing activities**

It may be a regional trade show, an email campaign, a webinar or a banner ad. Familiarizing yourself with all marketing efforts, including the Marketing Calendar and Marketing Plan of Action, will help you to perceive the product as your prospects may perceive it, and will help you to anticipate any questions they may have.

## STEP THREE

### **Identify marketing leads and contacts**

Double-check your list of leads and contacts in Salesforce.com, Eloqua, and your Regional Marketing Manager, to ensure they are aligned. This will help you to avoid duplicating any efforts already undertaken by the marketing group.

### STEP FOUR

#### **Identify IT prospects based on workload target market**

This list of prospects should of course differ from those you've identified in Step 3. For example, they can come from searching your own list of contacts, LinkedIn, professional association membership lists, networking events, and many more.

### STEP FIVE

#### **Enter your identified prospects into salesforce.com**

Adding these contacts to Salesforce.com will ensure they will receive all appropriate marketing messages, moving them further down the sales pipeline. Be sure to include all pertinent details: name, title, address, phone, and email.

### STEP SIX

#### **Maintain a detailed prospect touchpoint activity list**

However you choose to contact the prospect – email, phone call, event invitation, or white paper offer – keep a record of when you did. This will help you to know the appropriate follow-up message to continue your dialogue with the prospect, versus being repetitive with your messaging.

### STEP SEVEN

#### **Prepare a detailed follow-up plan**

Of course, you should be contacting your prospects regularly. Keeping a detailed follow-up plan will help you to schedule your time appropriately, making contact with your prospects at times suitable to them, and to you.

# FACTS. FIGURES. IDEAS.

# The more you know, the more you'll sell.

Articles. Blogs. Videos. Reports. Whitepapers. Websites. Here, we've pulled together a variety of sources to help give you a comprehensive survey of the Application Development and Testing landscape today. Dive in: the deeper you go, the more gold you'll find.

## Case Studies

- ▶ "Case Study: Large Tech Manufacturer – Balancing Agility, Cost, and Control"

## Brochures and Sales Sheets

- ▶ "Realizing IT as a Service through Comprehensive Cloud Services"

## Research

- ▶ Gartner: "Critical Capabilities for Public Cloud Infrastructure as a Service" CenturyLink Cloud (Tier 3) positioned in the Gartner 2013 MQ for Cloud IaaS
- ▶ Dimensional Research: "Is the Public Cloud Secure? The Truth from Public Cloud Customers"



## Best of The Web

- ▶ CenturyLink Cloud: on-demand webinar: The Business Case for Platform-as-a-Service within the Enterprise
- ▶ CIO.com “Your First Cloud App: Dev/Test a Smart Choice”
- ▶ CIO.com: “Dev/Test in the Cloud: Rules for Getting it Right”
- ▶ InfoWorld “Why PaaS? Dev, test, staging, no waiting”

### Analyst Sites

- ▶ Forrester
- ▶ Gartner
- ▶ IDG (advertising and marketing)

### Tech Sites/Blogs

- ▶ GigaOm
- ▶ TechCrunch
- ▶ Mashable
- ▶ TechTarget
- ▶ FierceMarkets/Fierce CIO
- ▶ CSOnline.com
- ▶ InfoWorld
- ▶ All Things D
- ▶ CMS Wire
- ▶ Internet Retailer

- ▶ seekingalpha.com
- ▶ Yahoo Finance
- ▶ MarketWatch.com
- ▶ SEC Edgar Securities Filings
- ▶ Forbes.com
- ▶ CIO Magazine
- ▶ CMO Magazine
- ▶ Harvard Business Review

## Need more? Get more at CenturyLink SalesLink and Competitive Information Portal

For additional information, sales tools and sales materials, visit [SalesLink](#) – our online resource hub for the CTS sales organization.

For links to analyst information, newsfeeds and competitive intelligence, visit our [Competitive Information Portal](#).