



# The sQoop - Quest Media & Analyst Coverage

Brought to you by the Analyst & Public Relations Team, part of Marketing Shared Services

July-August 2008

Welcome to our (mostly) monthly summary of the media and analyst coverage of Quest Software. It's where you'll see who's talking about us and what they're saying – along with key industry and competitor news.

**(We hope you like the new format, which reflects input from the reader survey we did earlier in the year. The biggest change is that this email contains only the briefest summary of our coverage, linking you to the full details on the [new sQoop blog](#). We welcome your [feedback!](#))**



## Quest Corporate Coverage:

This month we were covered at a corporate level in several articles on **desktop virtualization**, a *ZDNet* article on our **acquisition strategy**, and a new **ScriptLogic** product release.

## Active Directory / Identity and Access Management Coverage:

- “Snappy SnapIns,” *Microsoft Certified Professional Magazine*, Quest mentioned as a “snapin” provider.
- “Identity and Access Management in Enterprise 2.0,” *eWeek*, extending AD and Active Directory federation to non-Windows environments.
- “Tech Ed Video Interview,” *itTV.com*, Dmitry Sotnikov interviewed on PowerGUI.

For full details on all **five** stories plus **analyst coverage**, please [click here](#).

## Unified Communications Coverage:

- “What’s Hot: Readers Review Products,” *Windows IT Pro*, Quest Archive Manager 3.8 reviewed.
- “With Efficiency and Innovation, Windows Server 2008 Certifies New ISVs,” *Destination.Net*, Quest’s Mike Ritz quoted.
- **Analyst coverage** – “Gartner Market Overview for Password Management Tools,” Gartner, mentioned Quest Password Manager and InSync (PassGo).

## Application Management Coverage:

- “A Look Back and a Look Forward,” Doug McClure (blog), commended Quest on its Foglight Community.
- “Quest 2.0,” Kevin Sheehan (blog), promoted Foglight.org.

## Database Management Coverage:

- “Tech Ed: Microsoft Unveils SQL Server 2008 Release Candidate,” *Redmond Magazine*, discussed Quest’s SQL Server Tech-Ed announcements.

## SharePoint Coverage:

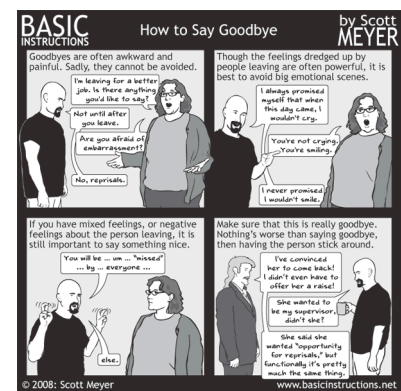
- “Help for Moving to SharePoint,” *Windows IT Pro*, Quest’s SharePoint solutions profiled.

## International Coverage:

- **Germany** – Three articles: a virtualization vendor acquisition (and its effect on Quest); mention of Quest Object Restore for Active Directory; discussion of Quest in context of BMC’s entry into virtualization.
- **India** – Several Web sites picked up two of Quest’s press releases.
- **Latin America** – Article discussed Quest’s Latin America sales projections.

## Key Industry and Competitor News:

- Industry buzz this month was around **VMware, Microsoft and IBM** going green.
- Competitors in the news this month included **CA, Symantec and BMC**.



- **United Kingdom** – Five articles: a Q&A with CEO Vinny Smith; new partnership agreement; review of PowerGUI, discussion of Vizioncore’s virtualization offerings; discussion of Provision / Parallels partnership.

### **Public Sector Coverage:**

- “Unmistaken identity,” *American City & County*, discussed identity management during all phases of an employee’s service to an organization.

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The sQoop is published monthly (except July) by the [Quest Analyst and Public Relations](#) team and should not be shared outside of Quest. Please see [the sQoop blog](#) for full details and previous coverage roundups. *We welcome your feedback!*

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### **How To E-mail This**

1. Load your SMR up in Word 2007. Are you in “Web View” mode? (View tab > Web Layout button) You better be – this is so it will email nice and not get messed up
2. In Outlook, start a new e-mail message, add sender and subject information.
3. In Word, select the entire SMR content (Ctrl-a is simplest way), and Copy it (Ctrl-c)
4. In Outlook, Paste.
5. Fill in who it’s going to, and subject line as appropriate. We, well, I, recommend sending it to yourself first to test it, especially the first time you do it. Click Send.

That’s it!