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CDM Media Launches New Video Series

CHICAGO, April 1, 2014 – CDM Media is excited to announce the launch of their new video series on YouTube, which gives viewers an inside look at sponsors and their personal success working with CDM. Each video focuses on the value CDM provides for each sponsor and how they help various organizations in different ways.

The new series kicks off with two of CDM Media’s clients, Zscaler Inc. and Rimini Street, both of whom have experienced successful results while working closely with CDM Media to overcome individual sales challenges.

Zscaler, Inc.’s CEO, Jay Chaudhry, explains how CDM helped their new sales strategy in selling to the CIO as opposed to lower technical staff.

“Being able to invest in CDM events and get access to a number of CIOs, we are able to accelerate our sales engagements or start new engagements. We have a number of large deals that are in fairly advanced stages that got started as a result of CDM,” says Jay Chaudhry, CEO, Founder & Chairman at Zscaler, Inc.

Rimini Street, Inc.’s President and COO, Sebastian Grady, explains how CDM Media helped them compete against larger companies by getting them engaged with the right CIOs and target audience.

“The thing that we like about CDM Media is/are the personal one-on-one meetings. It gives us an opportunity to really explain what we do, who we are and how we can help the respective CIOs in the room,” says Grady. “Every one of my sales people wants a CDM Media event in their territory and I think it’s a real differentiator. You know, people buy from people still. People like to work with people and I feel the same way about CDM Media,” continued Grady.

CDM Media plans to post more videos from their sponsors as their calendar is packed with upcoming summits. To view the full videos from the previously mentioned sponsors, [click here](#).

For more information about the CDM Media, please visit www.cdmmedia.com. If you are interested in participating in a CDM event, please contact Ross Abbott, VP North America Sales at ross.abbott@cdmmedia.com or by phone at +1 312.374.0800.

About Zscaler, Inc.

Zscaler is transforming enterprise security with the world's largest secure cloud gateway built from the ground up to safely enable users doing business beyond the corporate network. Zscaler's secure cloud gateway processes over seven billion transactions a day with near-zero latency to instantly secure over nine million users in 188 countries - no hardware or software required. More than 3,000 global enterprises are using Zscaler today to simplify their IT operations, consolidate point security products and securely enable their business for mobility, cloud and social media. For more information, visit www.zscaler.com.

About Rimini Street, Inc.

Rimini Street is the leading independent provider of enterprise software support services. Our innovative, award-winning program enables Oracle and SAP licensees to save 50 percent on their annual support fees and up to 90 percent on overall support costs over a decade. Clients can remain on their current software release without any required upgrades for ten years or more while receiving ultra-response premium service including support for customization at no extra cost. Nearly 700 global organizations signed to-date, including 84 of Fortune 500 and 16 of Global 100, depend on Rimini Street as their trusted, independent support provider. www.riministreet.com

About CDM Media

CDM Media is a leading B2B technology marketing and media firm, producing C-level executive events all over the world. CDM Media specializes in technology summits and custom events for C-level executives from Fortune 1000 companies, together with major technology solution providers. These events are driven by industry, region, organizational role and current hot topics, enabling attending delegates to address current issues and trends, learn from one another, network and generate key takeaways. CDM Media is headquartered in Chicago, with a second office in Cardiff, U.K. To learn more, visit www.cdmmedia.com.

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