Starfleet MEDIA

Starfleet RESEARCH

2027 BENCHMARK REPORT SPONSORSHIP

Application Performance Monitoring and Observability

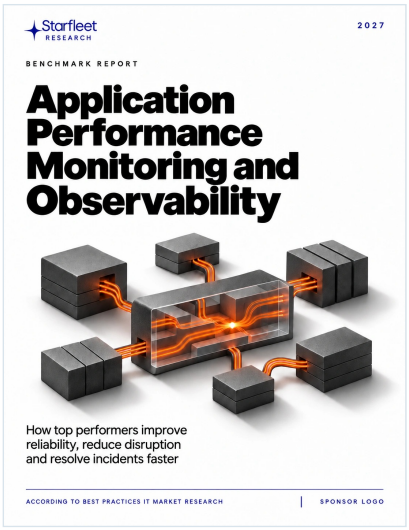
Put independent market research to work for your brand.

What you get: a branded edition of a valuable, high-performing content asset, perpetual content licensing rights and an optional managed lead generation program.

Research audience: IT operations, application engineering, site reliability and observability leaders.

Celebrating a decade of success with Benchmark Reports

Explore Benchmark Reports Program



Planned 2027 cover

Launching in Q1 2027

What your sponsorship delivers

Your licensed edition

Only your company logo on the cover and only your company profile in the appendix.

Perpetual licensing

Use your branded edition in your own marketing and sales campaigns, with perpetual content licensing rights.

Optional qualified leads

Add a managed Velocity campaign with agreed target accounts, industries, company sizes, regions and roles.

Optional lead generation program

Starfleet VELOCITY

Starfleet Velocity, our AI-powered campaign orchestration engine, utilizes industry-leading publications, proprietary contact databases, email outreach, digital advertising and search marketing.

Reach relevant decision makers and influencers with your licensed report. Turn report engagement into qualified leads matched to your target prospect criteria.

Lead volume, qualification criteria, reporting and timing are agreed before launch.

Optional program, scoped and priced separately.

Explore Velocity

Choose the license that fits your program

Exclusive: one solution provider.
Shared: a maximum of five licensed versions, each branded for one solution provider.

Research and content development underway

Content focus: benchmarking best practices in metrics, logs, traces, alert management and incident diagnosis, and understanding how top-performing organizations achieve optimal results.

These questions preview just some of the insights our research will uncover:

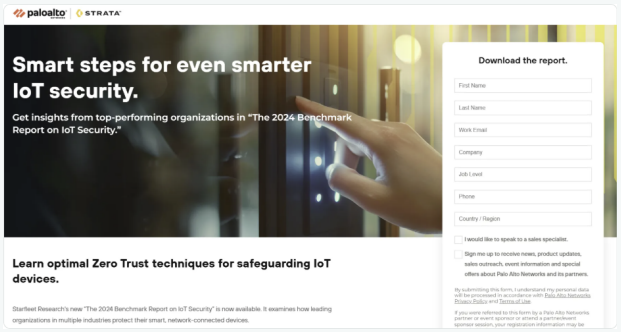
- Which monitoring and observability practices distinguish top-performing teams?
- How do leading teams use metrics, logs and traces to identify service problems?
- How do they measure alert quality, service reliability and incident resolution?

View Research Survey

Example: Palo Alto Networks

A global leader in cybersecurity, Palo Alto Networks exclusively licensed the IoT Security Benchmark Report for consecutive years. Its gated landing page continues to generate high-value leads.

View Palo Alto's landing page



Put your licensed edition to work

Thought leadership	Build authority with technology buyers through multichannel content syndication, including social media, blog posts and webinars.
Lead generation	Offer your edition on a gated landing page. Targeted promotion drives ongoing downloads and adds prospects to your marketing and sales funnel.
Sales enablement	Equip sales teams with independent, research-based insights for outreach, nurture emails and event follow-up.

Participation and lead qualification

Starfleet Media manages market research (minimum 300 qualified survey respondents) and production of the content asset. An optional managed lead generation program adds promotion and campaign execution. Your team provides feedback and suggestions during draft reviews and defines target prospect criteria for the optional lead generation program. We verify and validate qualified leads and confirm their willingness to hear from your company. Records include buying authority and stated purchase intent and timing. Note: Survey responses are confidential and separate from campaign registrations.

Program details | Research methodology | 2027 titles | Research survey

Request report and lead generation options

Discuss licensing, target buyers, lead volume, timing and pricing.

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