

NEW YORK, Sept. 17, 2013 /PRNewswire/ -- IBT Media (<http://corp.ibt.com>), an international digital-only news company, today announced the official launch of CruxialCIO (<http://www.cruxialcio.com/>), an online service that will advise business and technology leaders on how to respond to critical events.

"We won't report news, per se. We'll report on news that matters and how to deal with it," said editor-in-chief Tom Steinert-Threlkeld. "Most news organizations report the five 'Ws': Who, What, Where, When and Why. CruxialCIO is adding a sixth: 'What to Do' about It."

CruxialCIO has two signature features: The Crux of the Matter and Cruxial News. The site also will include original video reporting, case studies and ROI calculators from Nucleus Research, white papers from the Technology Evaluation Center and a variety of interactive services and features.

The Crux of the Matter is a daily three-part report that digs in to a particular challenge or problem facing organizations of all types. The three back-to-back-to-back segments cover:

1. **Situation:** The facts and context of a challenge or problem facing an organization
 2. **Solutions:** A crisp, clear bulleted rundown of answers to the problem, should your organizations face it
 3. **Takeaways:** Important points to think about when you get into dealing with the challenge.
- Plus: **XLinks**, a set of pointers to reference materials to get further understanding of the situation, solutions or technologies involved

The reports are organized by:

1. **Cruxial Technologies:** Nine key technology areas, from smart data to security, that technology leaders must deal with daily
2. **Control Panels:** A dozen of key functions, from business strategy to product development to marketing, that organizations and their leaders operate daily

Cruxial News will share the same ethos as The Crux of the Matter. But each report will deliver a pullout called "What to Do," that instructs business and technology leaders. If there's nothing to do about a given piece of news, event, product or industry initiative, there will be no report on CruxialCIO.

"The Chief Information Officer is becoming an increasingly valued role within business," said Jonathan Davis

, co-founder and chief content officer of IBT Media. "We see how the role has evolved and have found a way to deliver ongoing professional education in the guise of compelling journalism. We see a great opportunity to educate all top business and technology executives about how to use information systems to achieve corporate goals."

CruxialCIO is part of a long-term business-to-business strategy where IBT Media plans to offer a suite of products that will offer actionable, education-based news and include paid newsletters, events and online services. CruxialCIO will be free at launch. Access to archives, case studies, white papers and services will be restricted to registered members, after 60 days. Over time, payments for tools and subscriptions to tiers of service will be introduced.

CruxialCIO is launched with sponsorship support from Schneider Electric, a leading global specialist in energy management.

"CruxialCIO offers an opportunity for us to implement a new business model. We truly believe that Tom and his editorial team will lead CruxialCIO to succeed," Etienne Uzac, co-founder and chief executive officer of IBT Media said. "I look forward to building additional business-to-business services online and product using the CruxialCIO model."

About IBT Media IBT's brands are published by over 200 employees located in 10 countries and include International Business Times, Medical Daily, Latin Times and iDigitalTimes. IBT's content gives readers in 7 languages in 235 countries a window on current events, inspired perspectives, and useful information. The company's sites receive over 30 million unique visitors per month, and growing. IBT Media was founded in 2006. For more information on the company, please visit <http://corp.ibt.com>.

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