

## SUBMISSION GUIDELINES FOR THE CONNECTION

Articles submitted to The Connection for publication shall be relevant to the interests of the HPE NonStop community. They may or may not be technical in nature.

The Connection welcomes the following types of articles:

- Educational Articles that provide useful information to the NonStop community. For instance, educational articles may cover issues such as security, availability, disaster recovery, business-continuity planning, networking, database, modernization, big data, cloud computing, mobile computing, BYOD (bring your own devices), migration, system and application management and development, solutions, and best practices, among others. If an educational article is written by a partner, it is acceptable for the partner to include at the end of the article a brief product description that applies to the content of the article.
- Case Studies explaining how a customer uses NonStop systems to meet its application needs. In case studies, it is appropriate to mention the use of partner products that the customer used to implement its solution. Where possible, indicate what benefits the solution provided the customer, what types of savings did it realize, and what it is able to do now that it couldn't before.
- "Never Again" Stories describing a serious challenge or disaster that faced a NonStop user (such as a datacenter fire or a serious operator error), how the user handled the problem, and suggestions for process improvement to prevent the problem in the future. The article shall contain neither derogatory information about a named partner or partner product nor any recommendation for the use of a particular partner product.
- HPE Articles describing new products or educational information on existing products.
- Partner History articles from Connection advertisers that describe the partner's history and its place in the NonStop community. In order to be eligible for this privilege, the partner must have committed to full-page advertising in The Connection for one year (six consecutive issues). Only one such article will be published in a particular issue of The Connection.
- Disclosures: If an author mentions one or more client companies or their products, the article will contain a disclosure noting these relationships.
- Partner or Product Specific Articles will not be accepted for publication except as advertorials. These articles may be no longer than one page in length, will be disclosed as advertorials, and will bear a cost of an equivalent-sized advertisement in The Connection.

If a product is mentioned in an article, the author is encouraged to mention competing products that might be considered for the same task. In no case will promotional language, such as "the leading product," be accepted for a partner product, even in a customer statement. In addition,

no promotional comparison between the partner's product and competing products can be made.

Articles should range from 1,500 to 2,500 words and should be submitted in Microsoft Word format. Illustrations should be submitted in .jpeg or .gif format. Color is allowable.

The editors reserve the right to edit articles to suit publication. However, the author will be given the opportunity to approve any changes to an article.

Articles must be submitted prior to the published submission deadline for an issue. Should there be a surplus of articles, the editors shall select the articles to appear in the upcoming issue. Remaining articles may be published in later issues unless withdrawn by the author.

An issue of The Connection may focus on a specific topic. Preference will be given to those articles that fall within the focus of the issue.

The Connection bylines articles. The following background information on the author should be included with submissions:

- 1) Name, Title, Company, Location (City, State/Province, Country).
- 2) 50-word biography, including information about NonStop (Tandem) or related experience.
- 3) Contact information such as phone and fax numbers, e-mail address, and/or mailing address.

Submit articles to:

Stacie Neall, Connection Managing Editor  
sneall@connect-community.org