

# DIGITALE WELT

SCIENCE MEETS INDUSTRY



[Digitaleweltmagazin.de](http://Digitaleweltmagazin.de)

# DIGITALE WELT - The business magazine on digitalization

DIGITALE WELT is an independent quarterly magazine on the topic of "Digital Transformation" - with exclusive specialist articles on technology developments and applications in business and science. It shows in a practical way how the latest findings are being put into practice.

DIGITALE WELT is edited by Prof. Dr. Claudia Linnhoff-Popien, LMU Munich. The magazine is published in cooperation Springer (Heidelberg / Berlin / New York) and an advisory board of 14 renowned experts from leading companies.

- The target group includes decision-makers, managers, executives and IT specialists in medium-sized and large companies in all sectors, as well as academics.
- Available as limited print version and digital online edition
- Via Springer Link and Springer Professional.

Further Information and the blog at:

[www.digitaleweltmagazin.de](http://www.digitaleweltmagazin.de).



# DIGITALE WELT - Preface



**Prof. Dr. Claudia Linnhoff-Popien,  
Publisher**  
Ludwig-Maximilians-Universität München  
(LMU-Munich)

## Dear Readers,

How is digital transformation taking shape today and how can it succeed for the benefit of companies and society?

DIGITALE WELT is the business magazine on digitization. The exclusive specialist articles from around the world show where technological developments stand today. They also show how current findings from research can already be applied in practice.

DIGITALE WELT is a knowledge forum for everyone who has embarked on the fascinating journey of digitization and - with new insights - wants to drive it forward in their industries.

# Editorial content: Blogposts and technical articles

## Blogposts

Our blogposts appear in the form of opinions / comments or reports. We address executives with this format.

## Technical Articles

A technical article represents a well-researched background report or expert opinion. The scope is much larger, and the topics are elaborated in more detail. A scientific character as well as source information is mandatory! We address this format to experts and scientists.



Several thousand Clicks per post!

# Editorial content: Interviews and columns

## Interviews

Our interviews present exciting points of view on one of our topics related to digitization.

Guests are leading decision-makers and experts from industry and science.

### Cloud based QC with Amazon Braket

The introduction of quantum computing is approaching us step by step. Quantum computing has already established itself in research and industry, but commercial companies are still at the beginning. In this interview, we speak with Dr. Michael Bratzel, Head of Quantum Computing at Amazon Web Services, about the current state of quantum computing and what it means for the future.

**What is the current state of quantum computing?** Quantum computing is still in its early stages. It is currently being used primarily in research and development, with some limited applications in industry. One example is the use of quantum computers for drug discovery, which has shown promising results. Another example is the use of quantum computers for optimization problems, such as those found in logistics and finance. However, there are many challenges that need to be overcome before quantum computing can be widely adopted. These challenges include improving the reliability and performance of quantum computers, as well as developing algorithms that can take advantage of their unique properties.

**What are the main challenges in developing quantum computing?** One of the main challenges is the physical implementation of quantum computers. This requires specialized hardware and infrastructure, which is currently expensive and difficult to scale. Another challenge is the development of algorithms that can effectively utilize the unique properties of quantum computers. This requires a deep understanding of quantum mechanics and the ability to design complex programs that can handle the inherent noise and errors in quantum systems. Finally, there is the issue of scaling up quantum computing, which requires significant improvements in both hardware and software.

**What are the potential applications of quantum computing?** Quantum computing has the potential to revolutionize many industries. Some examples include drug discovery, financial modeling, optimization problems, and machine learning. By leveraging the unique properties of quantum computers, we can solve problems that are currently intractable with classical computers. This could lead to breakthroughs in fields such as medicine, finance, and energy.

**What is the future of quantum computing?** The future of quantum computing is uncertain, but it is likely to continue to grow and evolve. As more companies invest in quantum computing, we will see more applications and more improvements in hardware and software. It is also likely that quantum computing will become more accessible to a wider range of users, including researchers, engineers, and business leaders. Overall, the future of quantum computing is exciting and full of possibilities.

### AWS

The quantum speedup will allow completely new applications

The interviewee, Dr. Michael Bratzel, discusses the potential applications of quantum computing and how it can revolutionize various industries. He highlights the importance of scaling up quantum computing and the challenges involved in doing so. He also emphasizes the need for continued investment in research and development to fully realize the potential of quantum computing.

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### Azure Quantum – Das Full-Stack-Ökosystem für Anwendungen auf Quantencomputern

Quantum computing is a rapidly growing field, and Microsoft Azure is at the forefront of this technology. In this interview, we speak with Dr. Stephan Kiefer, Head of Quantum Computing at Microsoft, about the current state of Azure Quantum and what it means for the future.

**What is the current state of Azure Quantum?** Azure Quantum is currently in its early stages of development. It is a full-stack ecosystem that provides tools and services for building, testing, and deploying quantum applications. One of the key features of Azure Quantum is its ability to work with both classical and quantum computers, allowing users to leverage the strengths of both types of machines. Another important aspect of Azure Quantum is its focus on making quantum computing accessible to a wide range of users, including researchers, engineers, and business leaders.

**What are the main challenges in developing Azure Quantum?** One of the main challenges is the physical implementation of quantum computers. This requires specialized hardware and infrastructure, which is currently expensive and difficult to scale. Another challenge is the development of algorithms that can effectively utilize the unique properties of quantum computers. This requires a deep understanding of quantum mechanics and the ability to design complex programs that can handle the inherent noise and errors in quantum systems. Finally, there is the issue of scaling up quantum computing, which requires significant improvements in both hardware and software.

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### Microsoft

#### Status Quo und Roadmap von IBM Quantum und erste Lösungsansätze

Rainer Hettich, Stephan Kiefer, Carsten Mitterer, Mark Matthey-Schiff

**Einführung**

Die Entwicklung der Quantentechnologie ist in den letzten Jahren erstaunlich schnell vorangekommen. Von der Theorie bis zur Praxis sind die ersten Quantencomputer gebaut und eingesetzt worden. Diese Entwicklung ist nicht ohne Einfluss auf die Zukunft der IT gewesen. In diesem Interview geht es um die Status Quo und die Roadmap von IBM Quantum und die ersten Lösungsansätze.

**Was ist der Status Quo von IBM Quantum?** Der Status Quo von IBM Quantum ist sehr vielversprechend. Die Firma hat eine Reihe von Quantencomputern gebaut und eingesetzt, die verschiedene Anwendungsfelder abdecken. Ein Beispiel hierfür ist das Projekt "Quantum Computing for Business", bei dem IBM mit Partnern wie Bosch und Siemens zusammenarbeitet, um Quantencomputing in der Industrie zu etablieren. Ein weiteres Beispiel ist das Projekt "Quantum Computing for Science", bei dem IBM mit Universitäten zusammenarbeitet, um Quantencomputing in der Wissenschaft zu etablieren.

**Was ist die Roadmap von IBM Quantum?** Die Roadmap von IBM Quantum ist sehr ambitioniert. Sie sieht die Entwicklung von Quantencomputern mit steigender Leistung und Komplexität vor. Ein Ziel ist es, dass Quantencomputers in den nächsten Jahren in der Lage sein werden, komplexe Probleme zu lösen, die bislang nur mit klassischen Computern gelöst werden konnten. Ein weiteres Ziel ist es, dass Quantencomputers in den nächsten Jahren in der Lage sein werden, komplexe Probleme zu lösen, die bislang nur mit klassischen Computern gelöst werden konnten.

**Was sind die ersten Lösungsansätze von IBM Quantum?** Die ersten Lösungsansätze von IBM Quantum sind noch im Entwicklungsstadium. Ein Beispiel hierfür ist das Projekt "Quantum Computing for Business", bei dem IBM mit Partnern wie Bosch und Siemens zusammenarbeitet, um Quantencomputing in der Industrie zu etablieren. Ein weiteres Beispiel ist das Projekt "Quantum Computing for Science", bei dem IBM mit Universitäten zusammenarbeitet, um Quantencomputing in der Wissenschaft zu etablieren.

**Was ist die Zukunft von IBM Quantum?** Die Zukunft von IBM Quantum ist sehr vielversprechend. Es ist zu erwarten, dass die Firma in den nächsten Jahren weiterhin an der Entwicklung von Quantencomputern arbeiten wird und dass sie in den nächsten Jahren in der Lage sein wird, komplexe Probleme zu lösen, die bislang nur mit klassischen Computern gelöst werden konnten.

## IBM

### Media Files

#### DIGITALE WELT

Digitale Weltmagazin.de

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DIGITALE WELT is represented on LinkedIn, Twitter and Facebook, where it reaches over 1,000 followers.

We publish short teasers for each submitted article on all our social media channels.

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# Facts & Figures

## Website

- More than 600 posts and articles
- 25.000 clicks per week
- Over 10.000 visitors per week
- Average time spent 6.28 min.

## Blog

- Reading pleasure - from hardcore IT to stock market fantasies
- Who are the leading minds, what are the leading insights?
- Latest insights, paper discussions and future scenarios

## Social Media

Over 1,000 followers on LinkedIn, Twitter, Facebook

## Monthly Newsletter

Approx. 1,700 subscribers

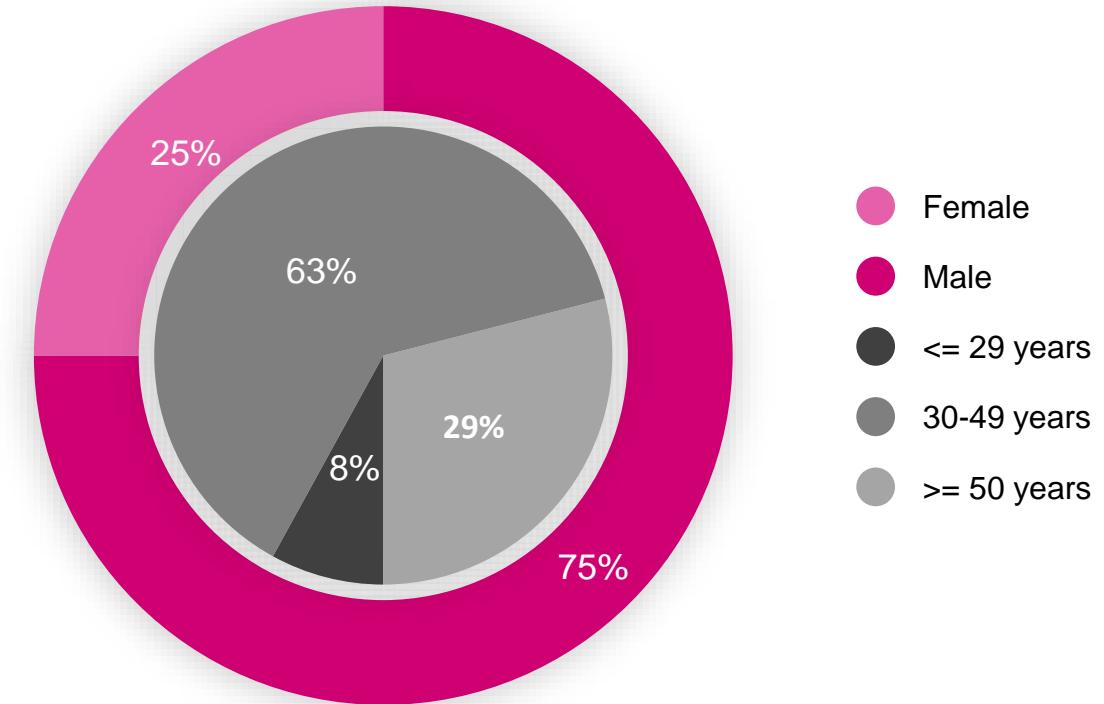
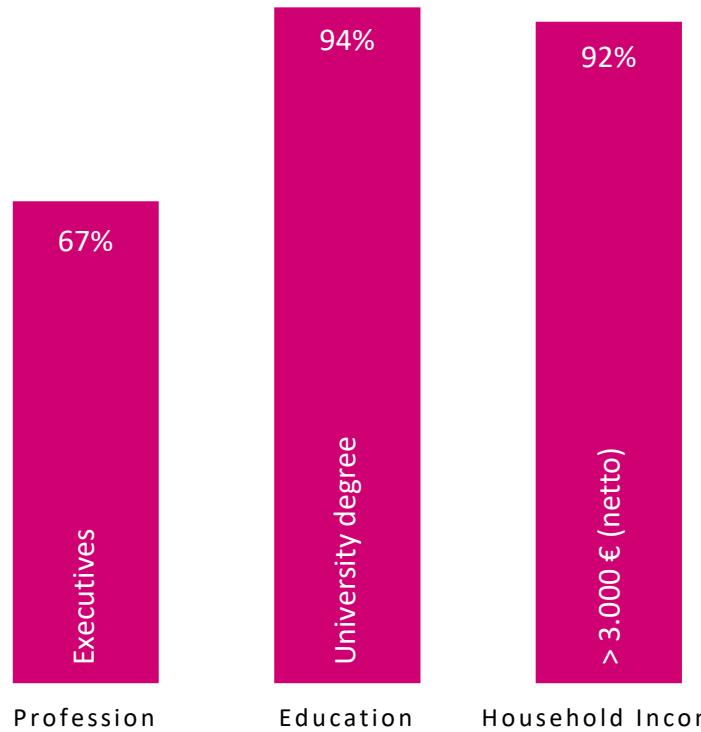


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Past issues can be found for free download on our website.



# Newsletter

In our monthly newsletter, our subscribers receive the latest information on current specialist and blog articles relating to digital transformation Digitalization.

**Im Fokus.**

**Künstliche Intelligenz in Banken: Worauf es im aktuellen Marktumfeld ankommt**



Künstliche Intelligenz nimmt wichtiger werdende Rolle in der Finanzbranche und auf nahezu allen Märkten im Bankensektor. Welche Einsatzmöglichkeiten hat der Markt? Lesen Sie in diesen über mögliche Bewertungskriterien.

**Call for contribution.**

Sie sind ein Forscher, Unternehmer oder einfach Experte auf einem unserer Themen- Gebiete?



Dann teilen Sie Ihr Wissen und reichen Ihren exklusiven Expertenbeitrag bei uns ein!

Wir verlängern unseren aktuellen Call für Wissen und Beiträge rund um das Thema "Quantum Computing". Aber auch über Beiträge mit anderen Themen scherzen wir uns jeder Zeit.

[Reichen Sie hier Ihren Beitrag ein!](#)

**Follow us.**



Die DIGITALE WELT ist auf [LinkedIn](#), [Twitter](#) und [Facebook](#) vertreten. Hier veröffentlichen und teilen wir ebenfalls eingereichte Beiträge. Wir ermöglichen somit noch mehr Reichweite für unsere Autoren und Ihr Wissen.

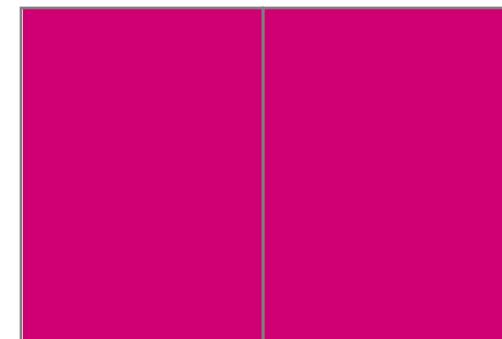
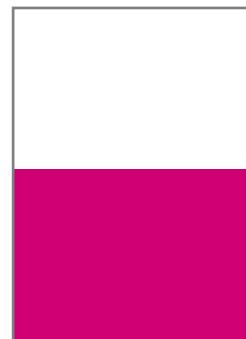
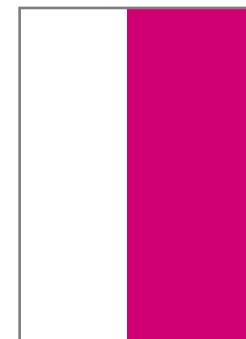
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# Format and Price – Magazin (Print Format)

New custom. dicount : 25%

Agency discount : 15%



½ page vertical

½ page horizontal

1/1 full page

2/1 two full pages

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Final format\*

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212x280 mm

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Typesetting format

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184x252 mm

388x252 mm

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Price in €

€ 2.750,—

€ 4.950,—

€ 9.500,—

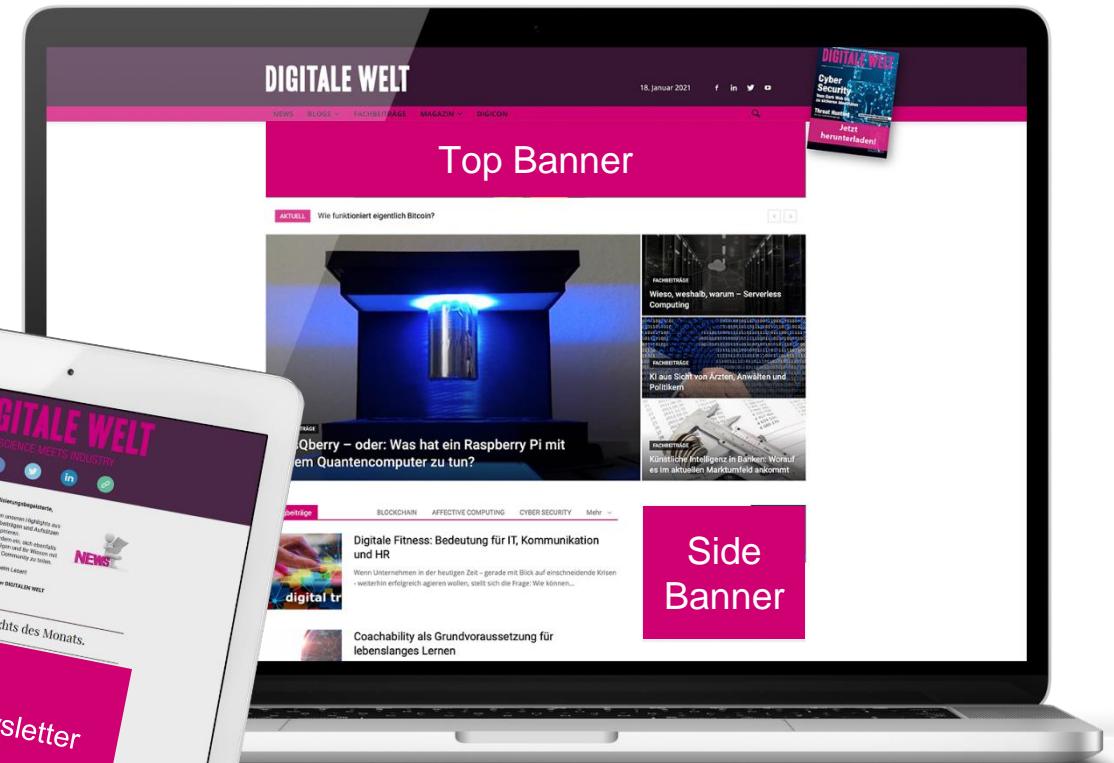
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Kombipaket   All Banner	€ 900,-
Kombipaket   All Banner / Newsletter	€ 1.200,-

New custom. dicount : 25%  
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