

REACH THE LEADERS
OF THE DATA

REVOLUTION

Events
Custom Media
Research
Online Programs

PARTNER WITH US TO TRANSFORM YOUR BUSINESS

**TDWI IS THE LEADING PROVIDER OF
RESEARCH IN ANALYTICS AND
DATA MANAGEMENT**

**OVER 75,000 PROFESSIONALS
HAVE GONE THROUGH TDWI
EDUCATION PROGRAMS**

**TDWI DATABASES HOLD MORE THAN 90%
OF FORTUNE 500 COMPANIES**

**OVER \$60 BILLION OF ANALYTICS AND
DATA MANAGEMENT PROJECTS
IMPACTED WORLDWIDE**



Booz | Allen | Hamilton



ENGAGE THE LEADERS OF THE DATA REVOLUTION WITH TDWI

Data is the currency of the next-generation business revolution. More information is being created this year than in all previous years combined. Organizations that efficiently store and manage their data, take advantage of new sources such as streaming and IoT, and discover actionable insights faster will emerge the leaders of this new world.

TDWI solves the biggest problem facing these next-gen organizations—bridging the knowledge gap with the insight and guidance necessary to turn data into results. TDWI delivers a full spectrum of research products and learning experiences that help companies—from the C-suite down—understand the possibilities, create data strategies, evaluate new technologies, and learn how to build, manage, and secure data-driven solutions.

Our marketing programs build on our industry-leading research and education programs to connect vendors to prospects at a critical moment—the moment that they are actively researching and learning about a new technology. Through our programs, you can reach qualified decision makers across every channel, whether digitally or in person. We help build brand recognition and thought leadership, educate prospects, generate and cultivate leads, and accelerate sales.

YOUR GROWTH IS OUR BUSINESS

OUR MISSION

To provide you with the most effective marketing programs that help build brand recognition and thought leadership, educate prospects, drive traffic to your website, generate leads, and accelerate sales.

WE DELIVER RESULTS. GUARANTEED.

ALIGN YOUR BRAND WITH OUR TRUSTED CONTENT AND GET THE LEADS YOU'RE LOOKING FOR

Quality Content

Quality content attracts qualified audiences. TDWI has staff analysts who continually publish original content on the latest topics. Aligning your brand with the most trusted source in analytics, data management, and business intelligence empowers you to connect with business and IT professionals who value quality content, and who look for thought leadership to help them make informed decisions that will impact their bottom lines.

With TDWI, your brand is associated with high-value content whether you sponsor events, research, or online programs.

Your Marketing Partner of Choice

TDWI combines the power of cutting-edge research and content with an engaged audience to deliver tangible results. The most successful data-driven organizations rely on TDWI as their marketing partner of choice. Companies such as IBM, SAP, Informatica, Cloudera, and HPE have sponsored TDWI marketing programs to gain a competitive advantage in a vendor-neutral environment. Consequently, they have achieved significant results, such as increased activity in their pipelines, reduced time to sale, higher conversion rates, and lower marketing costs.

Give it a try and find out how TDWI can work for you!

TDWI works with outstanding independent analysts, instructors, and writers to produce thought-provoking content on the latest topics in the industry. Among them are some of the finest:

- ✓ Dean Abbott
- ✓ Chris Adamson
- ✓ Linda Briggs
- ✓ Stephen Brobst
- ✓ Andrew Cardno
- ✓ Maureen Clarry
- ✓ Steve Dine
- ✓ Aaron Fuller
- ✓ Jonathan Geiger
- ✓ Richard Hines
- ✓ Claudia Imhoff
- ✓ Krish Krishnan
- ✓ Mike Lampa
- ✓ Deanne Larson
- ✓ Evan Levy
- ✓ David Loshin
- ✓ Mark Madsen
- ✓ John Myers
- ✓ Mark Peco
- ✓ Len Silverston
- ✓ Stephen Swoyer
- ✓ Rick van der Lans
- ✓ Dave Wells
- ✓ Nancy Williams

MEET OUR ANALYSTS

In contrast to media companies that simply aggregate content from external sources, TDWI has a dedicated and respected team of faculty, analysts, writers, and editors who create the best analytics and data management content available today. TDWI believes that **quality content attracts a quality audience**. Accordingly, TDWI Research consists of four of the finest analysts in the industry: Fern Halper, Philip Russom, David Stodder, and Martin Pacino.



Fern Halper, Ph.D., is vice president and senior director of TDWI Research for advanced analytics. She is well known in the analytics community, having been published hundreds of times on data mining and information technology over the past 20 years. Halper is also co-author of several *Dummies* books on cloud computing and big data. She focuses on advanced analytics, including predictive analytics, social media analysis, text analytics, and big data analytics approaches. She has been a partner at industry analyst firm Hurwitz & Associates and a lead analyst for Bell Labs. Her Ph.D. is from Texas A&M University.



Philip Russom, Ph.D., is senior director of TDWI Research for data management and is a well-known figure in data management and business intelligence circles, having published numerous research reports, magazine articles, opinion columns, and more. Before joining TDWI in 2005, Russom was an industry analyst covering BI at Forrester Research and Giga Information Group. He also ran his own business as an independent industry analyst and BI consultant and was a contributing editor with leading IT magazines.



David Stodder is senior director of TDWI Research for business intelligence. He focuses on providing research-based insights and best practices for organizations implementing BI, analytics, data discovery, data visualization, performance management, and related technologies and methods and has been a thought leader in the field for over two decades. Previously, he headed up his own independent firm and served as vice president and research director with Ventana Research. He was the founding chief editor of *Intelligent Enterprise* where he also served as editorial director for nine years.

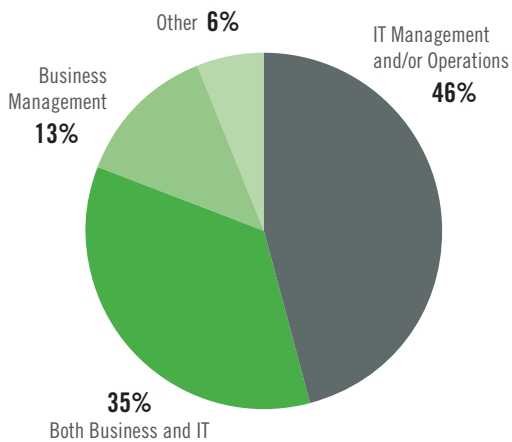


Martin Pacino is the newest member of the TDWI Research team. He has been on the forefront of market, employee, and customer research for the past 15 years. Pacino began his career at The Gallup Organization, where he received his professional analyst certification and partnered with some of the world's most recognizable brands to help meet their research objectives in branding, loyalty and employee engagement. Along with his expertise in research design and methodology, he focuses on data security and open source analytics.

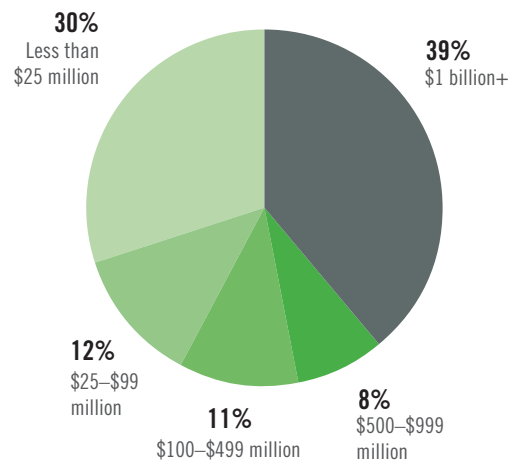
QUALIFIED AUDIENCE

Analytics and data management are no longer solely the realm of IT. With the advent of software and tools for visualization, reporting, and analysis from every kind of data imaginable, anyone can see and derive value from their data. TDWI reaches hundreds of thousands of business and technical decision makers who are looking for the latest research to help them navigate this intricate network of possibilities successfully.

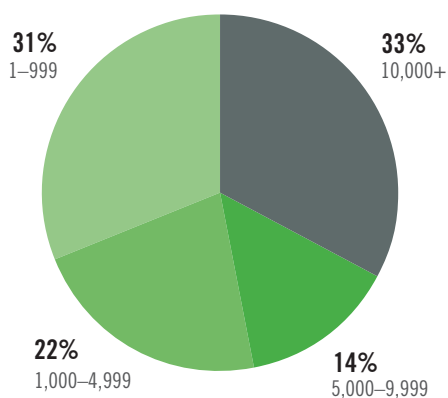
JOB FUNCTION



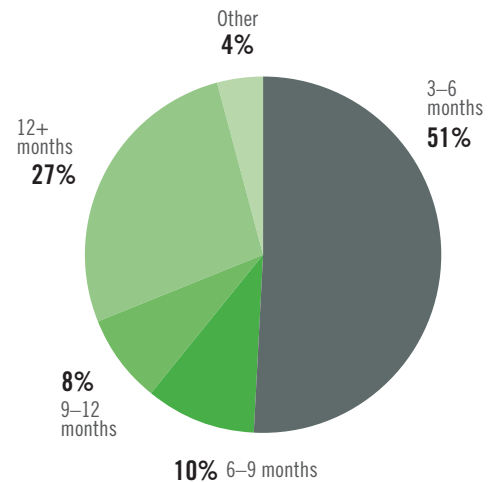
APPROXIMATE GROSS REVENUE



COMPANY SIZE



TIME TO NEXT IMPLEMENTATION



80% OF THE CONTACTS IN THE TDWI DATABASES ARE FROM THE U.S. AND CANADA.

GAIN ACCESS TO AN INFLUENTIAL DATA CONSUMER GROUP

Over 95% of the top 100 companies in the *Fortune* 500 are in our databases.

39% of companies in our databases have revenues of \$1 billion or more.

33% of organizations in our databases have 10,000 employees or more; an additional 32% have between 1,000 and 10,000.

TDWI, THE WEB, AND SOCIAL MEDIA

There were more than 1.25 million visits to the TDWI website in the past year and traffic continues to grow. Social networking maintains steady growth as well, with over 100,000 engaged followers on TDWI social media sites.



TDWI COVERS A WIDE RANGE OF TOPICS

Data Strategies

- Enterprise data management, governance, and integration
- Beginning-to-advanced data modeling and quality practices
- Managing big data
- Modern data warehousing and virtualized data architectures
- Data lakes
- Hadoop directions, strategies, and innovation
- Evolving data ecosystems and hybrid environments

Business Intelligence

- BI fundamentals
- Visual analytics and data discovery
- Performance management, dashboards, scorecards
- Evolving strategies in BI including self-service data preparation and analysis, mobile, and open source analytics

Topical coverage continues on page 11.

EDUCATIONAL EVENTS

Conferences

TDWI Conferences attract business and technology professionals looking for in-depth analytics and data management education and training. Conferences feature full- and half-day courses taught by first-class instructors, hands-on training, bootcamps, one-on-one consulting, peer networking, an active exhibit hall, and sponsorship opportunities for vendors to maximize their visibility, broaden their reach, and add more valid leads to their sales funnel.

TDWI sets aside dedicated time for vendors to meet with attendees in the exhibit hall so they are assured of maximum exposure to all the attendees. 500–700 attendees.

2017 Conference Schedule

Location	Theme	Dates
Caesars Palace, Las Vegas, NV	Data Insight for the Enterprise	February 12–17
Chicago Hilton, Chicago, IL	Modernizing Your Data Ecosystem	May 7–12
Disneyland Hotel, Anaheim, CA	Analyze. Visualize. Interpret.	August 6–11
Royal Pacific Resort, Orlando, FL	Data Futures 2018	December 3–8

TDWI Accelerate

TDWI Accelerate is a three-day event created to empower attendees and their organizations to rapidly and more effectively achieve success with data and analytics. TDWI Accelerate focuses on the hottest topics and techniques in analytics and data science, and presents carefully selected content to help attendees build their skills and accelerate their analytics efforts. This includes case studies, in-depth courses, expert sessions, panel discussions, and a broad range of structured and unstructured networking options, as well as unique opportunities to experience the latest analytics and data science technologies. 350–400 attendees.

Accelerate Boston

The Westin Copley Place—April 3–5, 2017

Accelerate Your Career to Becoming
a Data Scientist

Accelerate Seattle

Hyatt Regency Bellevue—October 16–18, 2017

Accelerate Your Path to Analytics Success

TDWI Events

- 40% attendee growth year-to-year
- 30% new content at each event
- Launch of Accelerate for leading-edge data professionals
- New data science bootcamp consistently a sellout

EXECUTIVE EVENTS

Leadership Summits

TDWI Leadership Summits are interactive peer events designed to foster knowledge sharing. Under the guidance of TDWI Research, they bring business and IT executives together with sponsors for two full days of dialogue and learning focused on major topics decision makers face in their daily lives. Topics range from data science and data management to advanced analytics and emerging trends that modern businesses face today. Leadership Summits are co-located with TDWI Conferences. 125–150 attendees.

2017 Leadership Summit Schedule

Location	Theme	Dates
Caesars Palace, Las Vegas, NV	Putting Big Data, Data Science, and Analytics to Work in Your Organization	February 13–14
Chicago Hilton, Chicago, IL	Architecting a Modern Data Ecosystem in the Age of Big Data, Analytics, and Hadoop	May 8–9
Disneyland Hotel, Anaheim, CA	Achieving Faster Time to Value Through BI and Visual Analytics	August 7–8
Royal Pacific Resort, Orlando, FL	Emerging Trends and Leadership for Advanced Analytics	December 4–5

Custom Sponsored Events

TDWI Solution Spotlights are single or multicity, cobranded educational events conducted in partnership with a BI or analytics solution provider. TDWI Solution Spotlights focus on a single hot or emerging topic. Teaming up with an educational resource like TDWI can build your reputation for thought leadership while letting us do all the heavy lifting, from marketing to managing the program. Topics and dates are determined by mutual agreement. Limited availability.

TOP INDUSTRIES REPRESENTED IN TDWI DATABASES



Financial Services



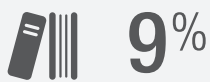
Healthcare/Medical



Professional Services/Consulting



Internet/Software



Education



Government



Insurance



Retail/Wholesale/Distribution



Manufacturing



Telecommunications



Utilities



Other

ANALYST RESEARCH PROGRAMS

Best Practices Reports

These quarterly reports present original, survey-based research on new technologies, concepts, and approaches. Best Practices Reports provide a limited number of sponsors the opportunity to evangelize their latest solutions to the TDWI audience. Sponsors are involved in the research process, have distribution rights, and receive the leads from report downloads, webinar registrations, and on-demand webcast subscriptions.



2017 Topics	Publication Date	Sponsor Close
<i>Data Lakes, Vaults, and Hubs in Modern Data Ecosystems</i>	March 31, 2017	October 28, 2016
<i>Accelerating Time to Value with BI and Analytics</i>	June 30, 2017	February 3, 2017
<i>Building a Strategy for Advanced Analytics</i>	September 30, 2017	May 5, 2017
<i>Building Blocks for the Modern Data-Driven Business</i>	December 31, 2017	July 21, 2017

Custom Checklist Reports

TDWI Checklist Reports provide a concise description of the best practices required to succeed in a particular area of BI, analytics, or data management. They outline 7–10 best practices for data professionals and practitioners who want to quickly learn how to succeed in a particular area of business. TDWI Research analysts and faculty write the Checklists, which synthesize their experience and offer practical lessons that enable BI professionals to apply new techniques to their projects or initiatives.

Checklist Report and Webinar Panel

Sponsors can reap the benefits of two very popular TDWI programs at a fraction of the cost of participating in each separately with this multi-sponsor program designed to extend the value of their investment. Topics are predetermined and limited to four sponsors per checklist/webinar, with a minimum of two sponsors required to move forward. Here is a tentative list of topics for 2017:



2017 Topics	Sponsor Close	Publication Date	Webinar
<i>The Role of IT in a Self-Service World</i>	November 18, 2016	March 8, 2017	March 14, 2017
<i>7 Best Practices for Utilizing Machine Learning in Your Organization</i>	February 10, 2017	May 23, 2017	May 31, 2017
<i>Open Source as a Path to Value in Analytics: 5 Technologies to Consider</i>	May 12, 2017	August 23, 2017	August 31, 2017
<i>Self-Service Data Management</i>	August 11, 2017	November 17, 2017	November 29, 2017

Readiness Assessment Tools and Guides

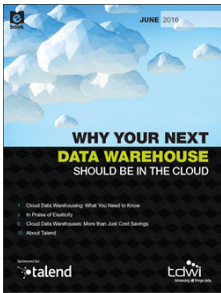
TDWI Readiness Assessments let business and IT professionals gauge their organizations' progress on their data journey. Program sponsors help shape the assessment model, survey questions, and the guide, and receive leads from downloads. TDWI is planning two assessment projects in 2017:

Q2 *Data Science Readiness Assessment Tool and Guide*

Q4 *Updated Big Data Maturity Model Assessment Tool and Guide*

EDITORIAL PUBLICATIONS

Custom E-Book Sponsorship



TDWI offers e-book sponsorships on any topic you may choose. TDWI E-Books contain up to three articles, including a Q&A with a subject matter expert from your company, along with company description, logo, and links to your company website. This program helps you align your brand with valuable TDWI content while generating high-quality leads.

Infographics



Infographics provide a visual representation of data gathered from research conducted by TDWI and present this complex data in a format that is easy to understand and quick to grasp. Sponsors get a link to their website along with distribution rights for six months.

Other Custom Content

Are you looking for custom content that is not part of TDWI's regular programs? Our research and editorial teams would be happy to help you. Contact us today to discuss how we can create the right piece that suits your needs.

LEVERAGE THE TDWI PLATFORM TO
DRIVE YOUR BUSINESS

RESEARCH



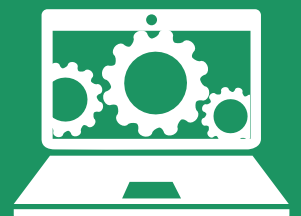
EVENTS



DIGITAL
PROGRAMS



CUSTOM
MEDIA



ONLINE PROGRAMS

Custom Turnkey Webinars

Webinars allow sponsors to easily leverage the reputation of TDWI education in the analytics, BI, and data management space while generating high-quality leads. We take care of the complete production—from abstract and slide presentation to the speaker who will lead the webinar and the moderator. We provide promotional marketing to the TDWI database, newsletter subscribers, and the Web audience. Each one-hour webinar ends with an interactive Q&A session with an expert from the sponsoring company.

Digital Dialogue (Webinar Add-On)

A Digital Dialogue extends the life of the on-demand webcast and captures the broadcast highlights in a two-page PDF document. The document can be posted on the sponsor's website and other media sites as a marketing asset.

Webinar Panel Series Sponsorship

These multi-sponsor webinars provide organizations an affordable way to participate in a thought leadership program, get company exposure, and receive leads at a much lower cost of entry than investing in a single-sponsor webinar. There are four topics planned for 2017:

2017 Topics	Sponsor Close	Webinar Broadcast
<i>Data Science for the Business Analyst</i>	January 13, 2017	February 23, 2017
<i>Data Integration for Big Data, Hadoop, and Data Lakes</i>	March 24, 2017	May 10, 2017
<i>Data Visualization</i>	June 16, 2017	August 2, 2017
<i>Graph Databases</i>	September 15, 2017	November 1, 2017

Custom Microsites

Microsites are exclusive, topically-focused solution gateways that are hosted and promoted on tdwi.org. Solution gateways allow sponsors to customize and control content and capitalize on their existing marketing assets—including white papers, webinars, video clips, podcasts, customer stories, and articles—for a greater audience reach.

White Paper Library

White papers are often critical to an organization's decision-making and evaluation process. TDWI gives sponsors the opportunity to align their white papers with its trusted brand to generate leads.

UPSIDE Advertising

UPSIDE is a new TDWI website that delivers timely, relevant, and actionable “short-format” content on how to transform data into intelligence and insight that ultimately impact an organization. From big data to Hadoop, predictive analytics to data integration and management, UPSIDE explains the basics, explores best practices, uncovers effective functional applications, and highlights the techniques organizations can use to drive smarter, more profitable decision making.

ADVERTISING OPPORTUNITIES

Banner Advertising: Leaderboard and other banners

Video Series 0to60 LIVE: Short video segments with analysts and thought leaders

Newsletter: Biweekly newsletter sponsorship (Tuesdays and Thursdays)

Native Advertising: Article or other format to promote product or service

New! TechPrimer Series Sponsorship

TechPrimers are topical, online courses focusing on technology and the market; they are based on real customer insights from recent TDWI research. Sponsors get involved with prospects to

- Educate them about trends and opportunities from the sponsor’s perspective
- Demonstrate your solutions in action with product demos
- Engage and continue the conversation with qualified leads delivered weekly

MORE TOPICS COVERED BY TDWI

Advanced Analytics

- Advanced analytics technologies including predictive analytics, machine learning, text analytics, prescriptive analytics, geospatial analytics, stream mining, and social media analytics
- Evolving strategies in advanced analytics including embedding and operationalizing analytics
- Big data analytics and data science

Organizational/Management Strategies

- Balancing business-driven self-service BI with centralized requirements
- Best practices for building a data-driven organization
- Agile BI/DW and business/IT project leadership
- Data security and governance

Emerging Technologies and More...

- M2M, the Internet of Things (IoT), artificial intelligence (AI), cognitive computing
- Cloud BI and analytics
- Data-driven innovation across industries and government sectors

PARTNER PROGRAM



When you become a TDWI Partner, you are among an exclusive group of companies sharing a strong commitment to quality and knowledge transfer. Partner status is earned through ongoing involvement with TDWI, based on the sponsors' investment in TDWI programs in the previous year or their intention to participate in the coming year.

2016 Partners

PLATINUM PARTNER



PARTNERS



PROGRAMS AT A GLANCE

	Online Exposure	Logo Exposure	Lead Generation	Research Sponsorship	Email Promotions	Conference Exposure	Newsletter Subscribers	Publication	TDWI Members
Events	•	•	•		•	•			
Webinars	•	•	•	•	•		•		
Digital Dialogues	•	•	•	•	•				
Webinar Panel Series	•	•	•	•	•				
Solutions Gateways	•	•	•		•				
White Paper Library	•	•	•		•		•		
UPSIDE (biweekly digest)	•	•	•				•		
TechPrimer Series	•	•	•		•				
E-Books	•	•	•		•				
Display Ads	•	•	•						
Native Advertising	•	•	•						
<i>Business Intelligence Journal</i>		•							•
Best Practices Reports	•	•	•	•	•	•			
Checklist Reports	•	•	•	•	•				
Checklist Report/ Webinar Combo	•	•	•	•	•				
Infographics	•	•		•					
Maturity Model Assessment Tool Sponsorship	•	•		•					
Best Practices Awards	•					•		•	
Partner Program	•	•				•		•	

CONTACT US

You can find all the TDWI marketing programs online at tdwi.org/marketing. We're ready to help you design a custom marketing program tailored to your needs.

MARKETING PROGRAMS

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EVENTS

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