

TDWI: Delivering
Business
Intelligence and
Data Warehousing
Audiences

Marketing Programs 2010

- Events
- Digital Publications
- Online Programs
- Sponsored Research
- Custom Media



THE TRUSTED RESOURCE FOR BI AND DW PROFESSIONALS

www.tdwi.org

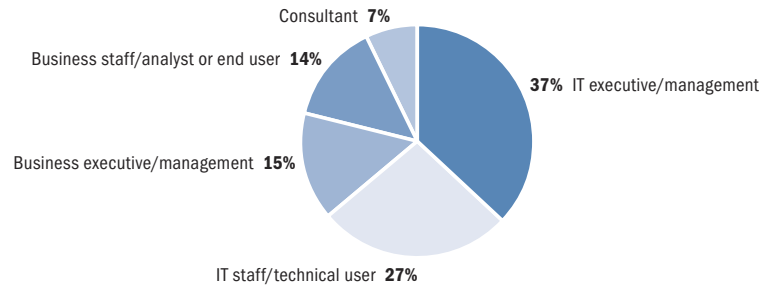
tdwi
THE DATA WAREHOUSING INSTITUTE

About TDWI

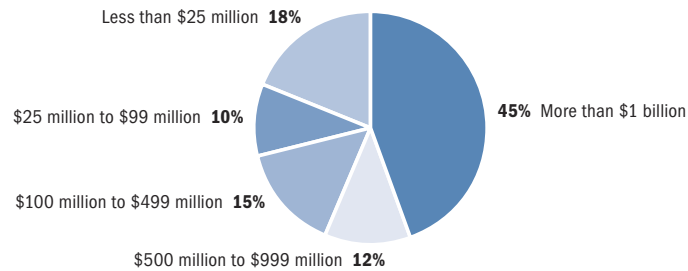
TDWI, a division of 1105 Media, Inc., is the premier provider of in-depth, high-quality education and research in the business intelligence and data warehousing industry. TDWI is a comprehensive resource for industry information and professional development opportunities. TDWI sponsors and promotes quarterly World Conferences, regional seminars, onsite courses, a worldwide Membership program, business intelligence certification, resourceful publications, industry news, an in-depth research program, and a comprehensive Web site: www.tdwi.org.

TDWI Audience Demographics

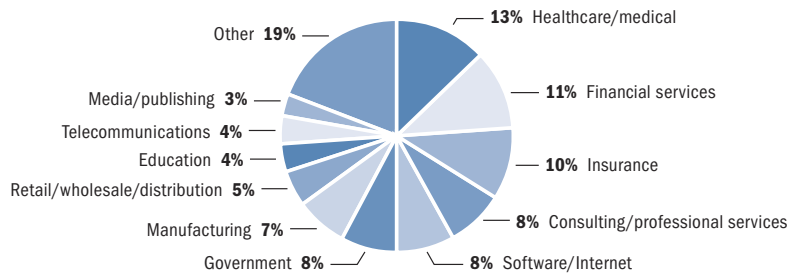
JOB TITLE



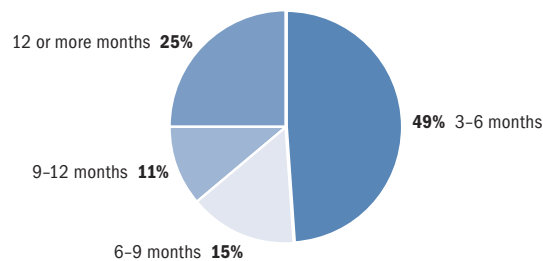
APPROXIMATE GROSS REVENUE



INDUSTRY



TIME FRAME FOR NEXT BI/DW IMPLEMENTATION



Why TDWI?

TDWI: Proven Performance

Since 1995, TDWI has helped companies from start-ups to *Fortune* 100 companies consistently **reach qualified business intelligence (BI) and data warehousing (DW) professionals**.

TDWI attracts IT professionals from organizations of all levels of BI/DW maturity, from initial implementations to advanced, enterprisewide programs, and keeps them coming back with its:

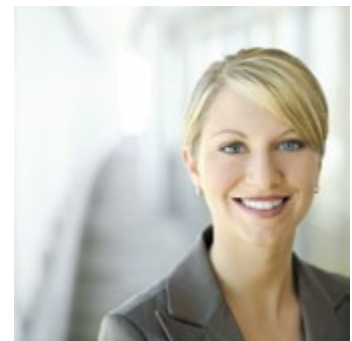
- › High-quality, vendor-neutral educational offerings
- › Independent information and analyst research
- › Trusted sources of emerging information and trends

TDWI is aimed directly at the **key influencers of BI/DW buying decisions**: The individuals tasked with doing the hands-on research, evaluating requirements documents, and making recommendations to C-level executives. While C-level executives may have final sign-off on a multi-million dollar technology project, almost always, they are relying on information gathered by the TDWI audience—often directly from our publications, site, or events.

TDWI: Powerful Audience

TDWI offers you access to one of the largest and most influential BI/DW consumer groups available. Is your business prepared to reach this audience?

- › TDWI has more than **100,000 BI/DW** professionals in its databases
- › 45% belong to companies with more than **\$1 billion in revenue**
- › **52%** are **management level or above**
- › **78%** of the TDWI audience is from the **U.S. and Canada**
- › TDWI's audience represents dozens of industries, including major concentrations in:
 - Healthcare/medical
 - Financial services
 - Insurance
 - Consulting/professional services
 - Software/Internet
 - Government
 - Manufacturing



Our experience with TDWI was professional, pleasant, and a good return on investment. TDWI's audience is our sweet spot and we are finding that many are not existing customers, yet!

The team at TDWI provides excellent service and support, which makes all the difference when money is tight and ease of execution is so critical.

—Kathy Meara, CA ERwin Modeling,
Channel Marketing Program
Manager, CA

TDWI: Independent Thought Leadership and Content

Unlike many of today's "media" companies, which leverage content from other sources to aggregate to their audiences, TDWI uses a team of highly specialized faculty, analysts, writers, and editors to create the best BI and DW content and thought leadership available today. **Quality content attracts and retains a quality audience.**

Sponsors of TDWI publications and research **align their brands and product education directly alongside premium content**, providing the value and resources BI/DW professionals are looking for. Present your brand and products in the context of our educational, highly respected programs.

TDWI knows that often the best way for you to make a sale is to simply **give professionals the information and resources they need**. But don't just take our word for it:

"Our research has found that recommenders—people involved in the purchase process but not the final decision makers—produce the highest percentage of Web leads that are furthest along in the buying cycle.

"We also found that professional titles (mid level, line of business managers) on average become better prospects than C-level or executive titles."

—"KnowledgeNote: What Research Tells Us About Lead Management and Follow-Up," a white paper by KnowledgeStorm, Inc.

"Pairing product content with research increases the likelihood of positive lead outcomes by 50%."

—"Web Lead Evaluation and Scoring Study," a white paper by KnowledgeStorm, Inc.



Wayne W. Eckerson is director of TDWI Research. He has 19 years of experience in the IT industry and has covered BI/DW issues since 1995. Eckerson is the author of many in-depth reports, a columnist for several business and technology magazines, and a noted speaker and consultant in the BI industry. His book, *Performance Dashboards: Measuring, Monitoring, and Managing Your Business*, was published by John Wiley & Sons in 2005.



Philip Russom, senior manager of TDWI Research, is a well-known figure in business intelligence, having worked as an industry analyst covering BI and related issues for Forrester Research, Giga Information Group, Hurwitz Group, and his own private BI practice. He also focused on BI as a contributing editor at *Intelligent Enterprise* and *DM Review* magazines. Russom continues to research, teach, and write about BI issues for TDWI.

TDWI's independent faculty of analysts, instructors, and writers include top thought leaders in the industry: Sid Adelman, Stephen Brobst, Maureen Clarry, Jill Dyché, Wayne Eckerson, Stephen Few, Jonathan Geiger, Steve Hoberman, Cindi Howson, Claudia Imhoff, Evan Levy, David Loshin, Mark Madsen, Danette McGilvray, John O'Brien, Mark Peco, James Powell, Laura Reeves, Margy Ross, Philip Russom, Stephen Swoyer, Dave Wells, Nancy Williams, and many more.

TDWI research and Wayne Eckerson's writing is insightful and rich, more so than some of the other analysts which tend more to "state the obvious" or massage survey numbers over and over with little depth. Also, the TDWI report format is more flexible and easier for us to take ownership of and market ourselves.

—Doug Cogswell, CEO, ADVIZOR Solutions

TDWI: Integrated Programs

No tactic stands on its own.

Our team of specialists have years of experience tailoring programs for the BI/DW audience. They will help you select programs that achieve your specific campaign objectives, whether you are looking to build brand awareness, generate quality leads, educate your audience, or achieve specific revenue goals. TDWI can custom design an integrated program that meets your needs.

TDWI: Partner Member Program



TDWI Partner Members share TDWI’s commitment to quality education, content, and knowledge transfer in the business intelligence and data warehousing marketplace. Partner Members receive special benefits that provide maximum exposure to TDWI’s quality audience, including access to TDWI’s customer list, designation as a Partner Member and use of the Partner Member logo, and access to TDWI’s most prominent offerings. Partner Membership is a cost-effective and comprehensive package of TDWI marketing opportunities, including events, online, research, and publications. Contact Denelle Hanlon (dhanlon@tdwi.org) for full details.

The following companies have been Partner Members with TDWI within the last three years:

Baseline Consulting	Microsoft Corporation
Cognos Inc.	MicroStrategy
CONNECT: The Knowledge Network	Netezza Corporation
DataFlux	Oracle
DATALlegro	Pitney Bowes Group 1 Software
Dataupia	SAP
DecisionPath Consulting	SAP BusinessObjects
HP	SAS Institute, Inc.
IBM	Sybase
Informatica Corporation	Syncsort Incorporated
Identity Systems	Teradata Corporation
Kognitio	Unisys Corporation

As you build additional channels into your campaign, you achieve greater impact than with any single factor.



Cross Media Leverage & Multipliers

- 54% of advertisers spend on 3+ media
—Source: Outsell, Inc.
- 28% lift on multiple media versus one media
—Source: Jupiter Research & iProspect
- 67% of online searchers driven to search by offline channel
—Source: Specific Media
- Display ads lift search activity 155%

TDWI: Custom Campaigns

We have participated in many programs, including sponsored Solution Gateways, sponsored reports, Webcasts, and live conference sponsorships. Overall, I think TDWI has met or exceeded our expectations in all of our activities.

—Lindsay Perlman, Marketing Manager, Solutions Marketing, SAP



The TDWI team is easy to work with, and the researchers are professional, prompt, and do a good job coordinating efforts. We appreciate their flexibility and the way TDWI is willing to work with us on multiple programs. They offer visibility, good topics, and good marketing opportunities.

—Kim Dossey, Manager of 3rd Party Influencers, Teradata

There are many ways to achieve your marketing goals, whether by sponsoring individual programs or with a more integrated approach that includes live events, publications, online advertising, and sponsored research. Let us help you design a custom campaign that will deliver on your goals.

Brand Awareness

TDWI offers a multitude of ways to deliver brand awareness to your target audience. Whether you are looking to dominate a channel, such as online, or looking for cross-channel surround, TDWI can develop a program that meets your objectives.

Sample: Online Brand Awareness Campaign

- Publication Sponsorship
- Banner Ads on TDWI.org
- Newsletter Sponsorship
- Text Links

Sample: Multi-Channel Brand Awareness Campaign

- Event Sponsorship
- Research Report Sponsorship
- White Paper Sponsorship
- Online Advertising Sponsorship
- Solutions Gateway (Branded Portal)
- Best Practices Awards
- Brand Engagement

If you are looking for ways to actively engage BI and DW professionals, TDWI can put together a campaign that achieves your objectives and optimizes brand interaction.

Sample: Brand Engagement Campaign

- Partner Member Program
- Event Booth
- Webinars
- Solutions Gateways
- White Paper Library
- Hospitality Suites



Lead/Demand Generation

In addition to supporting the brand, marketers are often tasked with generating demand, often in the form of leads, for the sales team. TDWI offers a wide range of programs to suit the volume, quality, and budget parameters of almost any campaign.

Sample: Lead Generation Campaign

- White Paper Library
- Webinars
- *What Works* Publication Sponsorship
- Solutions Gateway
- Event Participation
- Buyer's Guide

Product Marketing/Product Education

Business intelligence and data warehousing solutions are complex—these are not impulse purchase decisions. In short, they require significant product education in the initial phases of the buying cycle. TDWI provides ample ways to showcase your product information, delivering the education your potential clients need.

Sample: Product Education Campaign

- Event Participation
- White Papers
- Webinars
- Buyer's Guide
- Partner Member Program
- *What Works* Publication Sponsorship

My experience over the past three years has been very favorable. The results from participating in two World Conferences each year and publishing in *What Works* magazine have been very positive with great ROI.

[The leads have] been very valuable in reaching the right audience with the right message. Our account managers and our channel partners prefer the TDWI-generated leads to all others (including our own!).

We heard from some of our customers that they belonged to TDWI to keep educated on BI and DW practices and trends. Since this was a relatively untapped market for us, TDWI appeared to offer the best platform for us to spread the word about geographic business intelligence.

—Steve Trammell,
Corporate Marketing Manager,
ESRI Imagery & IT Alliances



Marketing Programs 2010

TDWI's team is ready to design the program that meets your specific goals. See the following pages for an overview of TDWI's events, online resources, research, and publications. Then contact us to learn more.

Integrated Programs



PROGRAM NAME AND DESCRIPTION	SPONSOR CLOSE
Partner Member Program TDWI Partner Members share TDWI's commitment to quality education, content, and knowledge transfer in the business intelligence and data warehousing marketplace. Partner Members receive special benefits that provide maximum exposure to TDWI's quality audience.	December 31, 2009 Contact Denelle Hanlon (dhanlon@tdwi.org) for more information and the latest TDWI Partner Member Brochure.
Custom Media We can customize quarterly or annual packages around your specific marketing, leads, and budget objectives. Packages can include any of the programs described here.	Always available



TDWI conferences are by far the best in the industry. The showcase is unique in that all vendors are presented on a level playing field and offerings compete on the richness of their product, not simply the scale of their marketing budget. TDWI's audience has a high focus on data management, and the TDWI staff is willing to work with you to find a marketing solution that fits your needs.

—Whitney Hutchinson, Director of Marketing, eThORITY, Inc.

Events

PROGRAM NAME AND DESCRIPTION	EVENT DATES
TDWI World Conferences TDWI World Conferences provide business and technology professionals in-depth BI/DW education. Conferences feature full- and half-day courses taught by top-notch instructors, one-on-one consulting, peer networking, and an expansive exhibit hall. Download the latest TDWI Exhibits Brochure at: www.tdwi.org/exhibits	LAS VEGAS February 21–26, 2010 CHICAGO May 9–14, 2010 SAN DIEGO August 15–20, 2010 ORLANDO November 7–12, 2010 EUROPE—MUNICH June 14–16, 2010 EUROPE—AMSTERDAM November 15–16, 2010



TDWI BI Executive Summits TDWI's Business Intelligence Executive Summits bring together BI directors and BI sponsors from various industries for three days of dialogue and interactive learning focused on analytics, business intelligence, performance management, and data warehousing. Co-located with our World Conferences. Average attendees: 100	LAS VEGAS February 22–24, 2010 SAN DIEGO August 16–18, 2010
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TDWI BI Symposiums TDWI's BI Symposiums are smaller, focused educational events featuring a tabletop exhibit area and timely BI/DW courses that cover fundamentals to advanced concepts. Average attendees: 100	SAN FRANCISCO TBD: March/April TORONTO TBD: September
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TDWI Solution Summits TDWI's Solution Summits are hosted, invitation-only summits focused on a specific topic such as master data management (MDM), data governance (DG), or performance management (PM). Average attendees: 100	MDM EVENT Savannah, GA March 8–10, 2010
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Online



PROGRAM NAME AND DESCRIPTION	LEADS/IMPRESSIONS
<p>Solutions Gateways</p> <p>Solutions Gateways are exclusive, topically focused microsites contained within www.tdwi.org that allow you to control and customize your content and capitalize on your existing marketing assets, including white papers, Webinars, video, podcasts, customer stories, articles, etc.</p> <p>Timing depends on contracted publish date: Allow 4–6 weeks for design and production.</p>	<p>150 per month</p>
<p>Turn-key Webinars</p> <p>TDWI's turn-key Webinar approach allows you to easily leverage our reach into the BI/DW space and gain the high-quality leads you need. We handle everything for you, including a TDWI expert speaker and moderator; marketing to TDWI's audience; registration and lead collection; Webinar technology; live event; and on-demand version available for 12 months. Each live Webinar runs one hour and includes an interactive Q&A session.</p> <p>Timing depends on contracted Webinar date: 3 months of promotional time suggested.</p>	<p>500 registrants</p>
<p>White Paper Library</p> <p>TDWI's White Paper Library promotes your white paper to our audience of business intelligence and data warehousing professionals and decision makers.</p>	<p>30 per month</p>
<p>BI News Sponsorship</p> <p>TDWI's news article sponsorship is an exclusive monthly microsite accessible through the News section of TDWI's Web site and in TDWI's <i>BI This Week</i> e-newsletter. Includes up to 6 asset links.</p>	<p>Average 9,000 impressions per month and 150 clicks per month</p>
<p>Text Links</p> <p>Highlight your product, service, or special promotion with a prominently displayed text link from our Web site to the URL you specify.</p>	<p>Average 190,000 impressions per month and 200 clicks per month</p>

Online (continued)

PROGRAM NAME AND DESCRIPTION	LEADS/IMPRESSIONS
<p>Display Ads</p> <p>TDWI's display ads offer you the ability to tap into TDWI's audience of BI and DW professionals with your message on every page of our Web site. With this new online offering—regardless of how users navigate to reach specific content—your display ad will be seen on the home page or run-of-site.</p>	<p>ROS placements have a monthly inventory of 190,000 impressions; home page placements have an inventory of 20,000 impressions</p>
<p>TDWI Portals</p> <p>TDWI has established a Web portal dedicated solely to communicating MDM best practices and developing the industry. We will add other topical portals in 2010. Contact us for sponsorship information.</p>	
<p>E-newsletters</p> <p>Include your text and banner ads in TDWI's e-newsletters: <i>BI This Week</i> or our new, topic-focused news blast. Highlight your products and services to more than 20,000 subscribers or our customer list of 70,000.</p>	<p>Electronic distribution to 20,000 subscribers or 70,000 customers</p>
<p>TDWI Product Directory</p> <p>TDWI's Product Directory is an extensive, comprehensive taxonomy of BI/DW products and services. Basic listings are free. Visit www.tdwidirectory.com for more information.</p>	



Research



The attendees at the TDWI events are very focused in our market. We have also sponsored case studies (papers) with TDWI and have received positive feedback. We enjoy a wonderful relationship with Wayne Eckerson; he understands and respects our technology.

—Mark Tyler, Director of Marketing,
Corda Technologies

PROGRAM NAME AND DESCRIPTION	AVERAGE LEADS										
<p>TDWI Best Practices Reports</p> <p>TDWI Research's Best Practices Reports educate BI professionals about new BI and DW technologies, concepts, and approaches, enabling solution providers like you to evangelize new approaches to TDWI's audience.</p> <table border="1"> <thead> <tr> <th>TOPIC / PUBLICATION DATE</th> <th>SPONSOR CLOSE</th> </tr> </thead> <tbody> <tr> <td><i>Universal Data Management: A Collaboration of Data Disciplines and Business Strategies</i> April 2010</td> <td>October 16, 2009</td> </tr> <tr> <td><i>BI on a Limited or Shrinking Budget: Strategies for Doing More with Less</i> July 2010</td> <td>January 8, 2010</td> </tr> <tr> <td><i>Operational Data Warehousing: The Unification of Operational and Analytic Processes</i> October 2010</td> <td>April 16, 2010</td> </tr> <tr> <td><i>Visual Reporting and Analysis: Seeing is Knowing</i> December 2010</td> <td>July 9, 2010</td> </tr> </tbody> </table>	TOPIC / PUBLICATION DATE	SPONSOR CLOSE	<i>Universal Data Management: A Collaboration of Data Disciplines and Business Strategies</i> April 2010	October 16, 2009	<i>BI on a Limited or Shrinking Budget: Strategies for Doing More with Less</i> July 2010	January 8, 2010	<i>Operational Data Warehousing: The Unification of Operational and Analytic Processes</i> October 2010	April 16, 2010	<i>Visual Reporting and Analysis: Seeing is Knowing</i> December 2010	July 9, 2010	1,300 over 12 months
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<i>Visual Reporting and Analysis: Seeing is Knowing</i> December 2010	July 9, 2010										
<p>TDWI Checklist Reports</p> <p>TDWI Checklist Reports provide an overview of success factors for a specific project in business intelligence, data warehousing, or a related data management discipline. Companies may use this overview to get organized before beginning a project or to identify goals and areas of improvement for current projects.</p>	500 over 6 months										
<p>TDWI Monograph Series</p> <p>TDWI Monographs are custom "mini" reports that provide in-depth, vendor-neutral insight into the significance of new and emerging technologies. One exclusive sponsorship per report.</p>	500 over 6 months										
<p>Speaking Opportunities</p> <p>TDWI's research analysts are available for custom speaking engagements at your company or event.</p>											

Publications

PROGRAM NAME AND DESCRIPTION	AVERAGE LEADS						
<p>What Works</p> <p>TDWI's <i>What Works: Best Practices in Business Intelligence and Data Warehousing</i> is a digital compendium that allows you to share your customer success story, a "Lesson from the Experts" article, and access to your white papers with TDWI's audience (promoted to 100,000).</p> <table border="1"> <thead> <tr> <th>TOPIC / PUBLICATION DATE</th> <th>SPONSOR CLOSE</th> </tr> </thead> <tbody> <tr> <td><i>What Works in Data Integration</i> (with special DW section) May 2010</td> <td>January 15, 2010</td> </tr> <tr> <td><i>What Works in Enterprise Business Intelligence</i> November 2010</td> <td>July 16, 2010</td> </tr> </tbody> </table>	TOPIC / PUBLICATION DATE	SPONSOR CLOSE	<i>What Works in Data Integration</i> (with special DW section) May 2010	January 15, 2010	<i>What Works in Enterprise Business Intelligence</i> November 2010	July 16, 2010	1,000 over 6 months
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<p>Best of BI</p> <p>TDWI's annual <i>Best of Business Intelligence</i> is a digital publication that features the most influential of TDWI's BI articles, research summaries, and newsletters from the previous year, as well as an industry forecast from TDWI industry experts. Promoted to 100,000. Includes your content in the solutions section and full-page ad with product category opt-in leads.</p> <table border="1"> <thead> <tr> <th>PUBLICATION DATE</th> <th>SPONSOR CLOSE</th> </tr> </thead> <tbody> <tr> <td>February 2010</td> <td>January 15, 2010</td> </tr> </tbody> </table>	PUBLICATION DATE	SPONSOR CLOSE	February 2010	January 15, 2010	1,000 over 12 months
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<p>Business Intelligence Journal</p> <p>The <i>Business Intelligence Journal</i> is a great way to reach TDWI's Members with your full-page ad. This Member-exclusive information resource provides fresh, unbiased ideas and perspective to help business users and organizations operate more intelligently.</p>	<p>PUBLICATION DATES Quarterly in March, June, September, and December</p> <p>AD RESERVATION DUE Approximately one month in advance</p>
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Other Ways to Get Involved



✦ EXCLUSIVELY FOR
TDWI MEMBERS



PROGRAM NAME AND DESCRIPTION

Best Practices Awards

Nominate your customers for TDWI's annual awards contest that recognizes organizations for their BI/DW best practices and innovative solutions. If your nominee wins, you will be featured as a sponsor on TDWI's Web site and in various publications.

Applications due: April 2010

Winners announced: June 2010

TDWI Membership

Empower yourself or your entire team with exclusive information resources, including a powerful, comprehensive, and constantly growing selection of industry research, news, online content, discounts, and peer networking opportunities. Become a TDWI Member today! Visit www.tdwi.org/membership for more information.

CBIP

CBIP is a true, test-based certification that challenges and examines a candidate's BI/DW knowledge and skills. Get your team certified and validate your standing in the marketplace. For more information, visit www.tdwi.org/cbip.

Chapter Sponsorships

TDWI Chapters were created to foster education and networking at the local level. TDWI Chapters conduct at least four meetings a year and in general attract between 25 and 75 business intelligence and data warehousing professionals to each meeting.

Contact Us

TDWI's team is ready to design the custom marketing program that meets your specific goals. Contact us to learn more.

For more information about TDWI marketing programs, Partner Membership, Research, Webinars, and custom packages, please contact:

Denelle Hanlon

Director of Global Business Development
dhanlon@tdwi.org
425.277.9130

For more information about TDWI events, please contact:

Steve Cissell

Senior Business Development Manager
scissell@tdwi.org
425.277.9135

For more information about online marketing programs and publications, please contact:

Scott Geissler

Business Development Manager
sgeissler@tdwi.org
248.658.6365

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