tdwi

TDWI MARKETING PROGRAMS

2015

Events

Custom Media

Sponsored Research

Online Programs

Digital Publications

Brand Awareness

**Celebrating 20 Years of Excellence
Delivering Programs That Reach
Data Professionals Worldwide**

Programs at a Glance

Program	Online Exposure	Conference Exposure	Research Sponsorship	Lead Generation	Logo Exposure	Website	Publication	Newsletter Subscribers	E-mail Promotions	Premium Members
Partner Program	●	●			●	●	●			
Events	●	●		●	●	●				
Webinars	●		●	●	●	●		●	●	
Solutions Gateways	●			●	●	●				
White Paper Library	●			●	●	●		●	●	
BI This Week	●			●	●	●		●		
E-Book Sponsorship	●			●	●	●			●	
Display Ads	●			●	●	●				
Text Links	●			●	●	●				
Data Innovations Showcase (digital publication)	●			●	●	●			●	
Best of TDWI (digital publication)	●			●	●	●			●	
Business Intelligence Journal					●					●
Infographics	●		●		●	●				
Best Practices Reports	●	●	●	●	●	●			●	
Checklist Reports	●		●	●	●	●			●	
Checklist Report/ Webinar Combo	●		●	●	●	●			●	
Maturity Model Assessment Tool Sponsorship	●		●		●	●				
Best Practices Awards	●	●			●	●	●			

Letter from the President

CELEBRATING 20 YEARS OF EXCELLENCE

Dear Sponsor,

2015 is a year of celebration! For two decades, TDWI has been advancing the art and science of realizing business value from data by providing an objective forum where industry experts, solution providers, and practitioners can explore and enhance data competencies, practices, and technologies.

This marketplace has seen unprecedented growth from the origins of the data warehouse in the late 1980s. It is exciting to embrace and navigate this brave new world of data as we continue moving forward.

Advanced analytics, big data, extended data warehousing, the cloud, and next-generation business intelligence technologies and platforms are all coming together to propel us into an exciting era of data-driven innovation for the enterprise.

TDWI is dedicated to helping your customers make sense of this ever-changing market. We provide best-in-class education and research that can be quickly applied to develop world-class talent across an organization's business and IT functions to enhance analytical, data-driven decision making and performance.

As we celebrate our 20th year, we are planning exciting new projects in education and research and developing new marketing programs to ensure that we continue to help you reach and engage data professionals around the globe in meaningful ways.

We thank you for your support and look forward to a prosperous 2015!

Steven Crofts
President

Your Brand Aligned with Trusted Content

Quality Content

Quality content attracts qualified audiences. TDWI has analysts on staff who continually publish original research. By aligning your brand with the most trusted source for all things data, you are empowered to connect with the most qualified audience in the industry—business and IT professionals who know and value quality content, and who seek out the latest solutions and research to make informed decisions that impact their bottom lines.

With TDWI, you have a team of specialized analysts, faculty, writers, and editors creating high-value content for events, research, and online programs.

REACH A SOPHISTICATED AUDIENCE WITH TDWI EVENTS AND PROGRAMS

Getting Results

TDWI combines the power of cutting-edge research and content with an engaged and highly qualified audience to deliver tangible results. TDWI is the marketing partner of choice for the most successful data-driven organizations. Companies such as IBM, Tableau Software, Teradata, and Actian have used TDWI marketing solutions to transform their businesses and gain a competitive advantage. Consequently, they have seen significant results, such as reduced time to sale, lower marketing costs, increased activity in their pipelines, and higher conversion rates.

"TDWI Research always validates relevant industry trends, provides useful insight, delivers cost-effective leads for our funnel, and brings us into meaningful conversations with both mainstream contacts and early adopters. To top off our investment, the TDWI brand adds authority and credibility to our fact-based content marketing."

—John Santaferraro, Vice President Marketing
Actian Corporation

In-House Thought Leadership

Philip Russom, Ph.D., is director of TDWI Research for data management and oversees many research-oriented publications, services, and events. He is a well-known figure in data warehousing and business intelligence circles, having published over 500 research reports, magazine articles, opinion columns, speeches, Webinars, 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. Before that, Russom worked in technical and marketing positions for various database vendors.

David Stodder is 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. Stodder has provided thought leadership about BI, analytics, information management, and IT management 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* and served as editorial director for nine years.

Fern Halper, Ph.D., is director of TDWI Research for advanced analytics. She is well known in the analytics community, having published hundreds of articles, research reports, speeches, Webinars, and more on data mining and information technology over the past 20 years. Halper is also co-author of several "Dummies" books on cloud computing, the hybrid cloud, and big data. She focuses on advanced analytics, including predictive analytics, social media analysis, text analytics, cloud computing, 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.
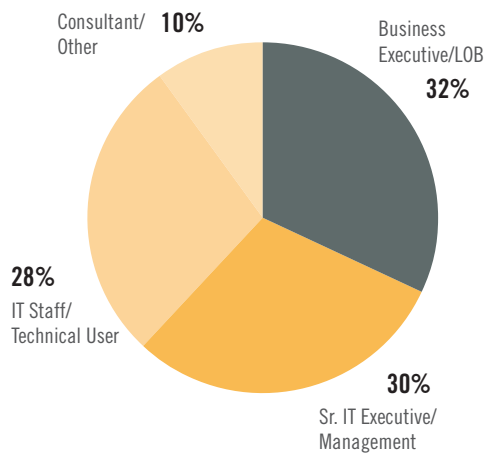
TDWI brings its audience together with the leading independent analysts, instructors, and writers in the industry. Among them:

> Chris Adamson

> Linda Briggs

> Stephen Brobst

> Maureen Clarry

> Steve Dine

> Jonathan Geiger

> Cindi Howson

> Claudia Imhoff

> David Loshin

> Mark Madsen

> Mark Peco

> Stephen Swoyer

> Dave Wells
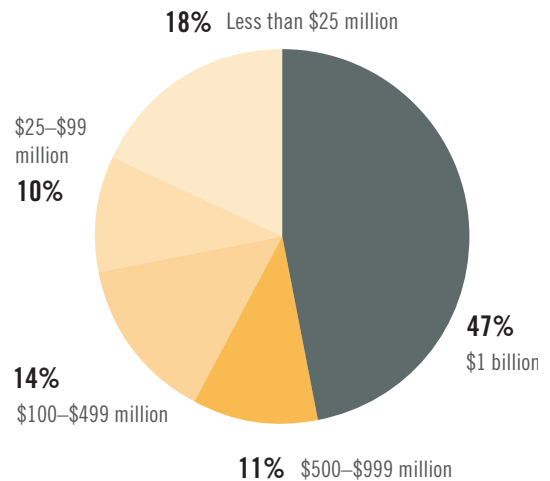
> Colin White

> Lyndsay Wise

Qualified Business and IT Audiences

Business intelligence and analytics are no longer solely the realm of IT. Consequently, the TDWI audience has evolved to include line-of-business and higher management professionals who are looking for education and research materials to help them better understand how to use data to their advantage. Here is a look at TDWI audience demographics:
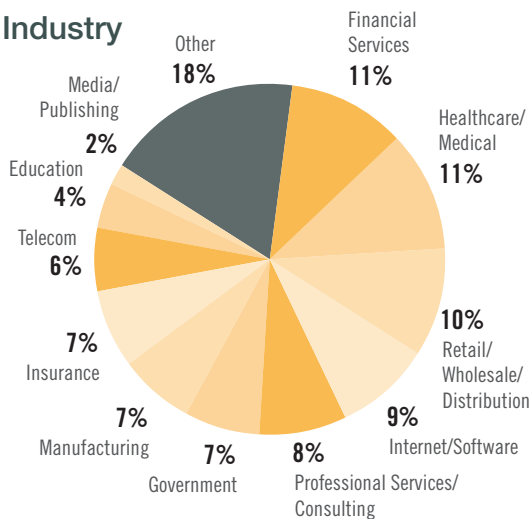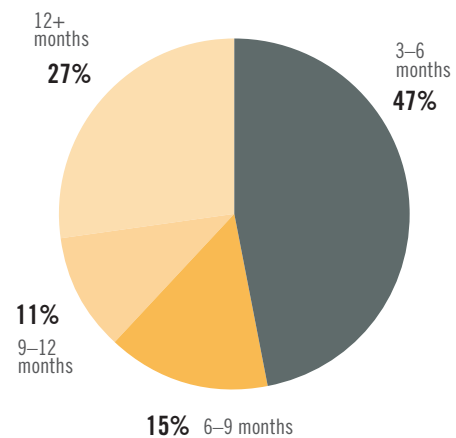
Job Function

- Business Executive/LOB **32%**
- Sr. IT Executive/Management **30%**
- IT Staff/Technical User **28%**
- Consultant/Other **10%**

Approximate Gross Revenue

- $1 billion **47%**
- Less than $25 million **18%**
- $100–$499 million **14%**
- $500–$999 million **11%**
- $25–$99 million **10%**

Industry

- Other **18%**
- Financial Services **11%**
- Healthcare/Medical **11%**
- Retail/Wholesale/Distribution **10%**
- Internet/Software **9%**
- Professional Services/Consulting **8%**
- Government **7%**
- Manufacturing **7%**
- Insurance **7%**
- Telecom **6%**
- Education **4%**
- Media/Publishing **2%**

Next BI/DW Implementation*

- 3–6 months **47%**
- 12+ months **27%**
- 6–9 months **15%**
- 9–12 months **11%**

*Based on 2014 TDWI World Conference surveys

"TDWI consistently delivers quality, content-generated leads for our marketing efforts—we tell them how many leads we need, with what qualifiers and in what time frame, and they deliver time and again."

—Jennifer Cheplick, Senior Marketing Manager, Global Campaigns
Syncsort

GAIN ACCESS TO AN INFLUENTIAL DATA CONSUMER GROUP

> 83% of *Fortune* 500 companies are in TDWI databases

> TDWI databases contain more than 108,000 BI/DW and analytics professionals

> 47% of companies have revenues of $1 billion+

> 52% of people in databases are at management level or higher

> Approximately 70% of the TDWI audience is from the U.S. and 30% is international

TDWI, the Web, and Social Media

There were more than 1.2 million visits to the TDWI website in the past year*, and traffic continues to grow weekly. Social media provides a vibrant avenue to continue the conversation with over 80,000 engaged followers.

LinkedIn—tdwi.org/linkedin/tdwi

Twitter—twitter.com/tdwi

Facebook—facebook.com/datawarehouse

YouTube—youtube.com/tdwi1995

Google+—google.com/+TDWIOrg

*Based on activity ending October 31, 2014.

TOPICS AT A GLANCE

> Hadoop
> Machine Learning
> Cloud BI
> Big Data Analytics
> Business Intelligence
> Advanced Analytics
> Agile BI
> Event Processing
> Business Analytics
> Open Source

> Text Analytics
> Cloud Computing
> Software-as-a-Service
> Data Discovery
> Collaborative BI
> Self-Service BI
> Data Governance
> Big Data
> Real-Time BI
> Data Management

> Internet of Things
> Data Visualization
> Data Warehousing
> Predictive Analytics
> Data Virtualization
> Operational Intelligence
> Geospatial Analytics
> MapReduce
> Natural Language Processing
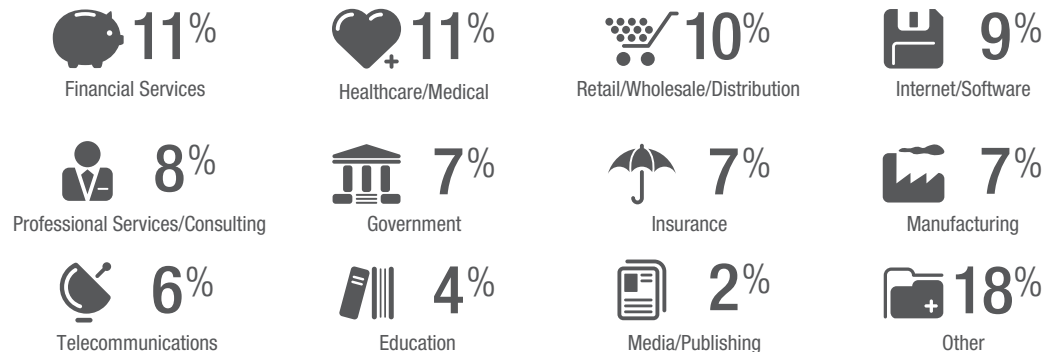> And More

Educational Events

TDWI Conferences attract business executives and technology professionals looking for in-depth BI/DW and analytics education and training. Conferences feature full- and half-day courses taught by top-notch instructors, one-on-one consulting, peer networking, an active exhibit hall, and sponsorship opportunities for vendors who want to maximize their visibility, broaden their reach, and drive more sales.

It's the ideal gathering for business and technology professionals looking for information to help them do their jobs better. 500–700 attendees.

2015 TDWI Conferences

Las Vegas	February 22–27
Chicago	May 3–8
Boston	July 26–31
San Diego	September 20–25
Orlando	December 6–11
Munich	June 22–24
London	September 7–9

TOP INDUSTRIES REPRESENTED

11% Financial Services	11% Healthcare/Medical	10% Retail/Wholesale/Distribution	9% Internet/Software
8% Professional Services/Consulting	7% Government	7% Insurance	7% Manufacturing
6% Telecommunications	4% Education	2% Media/Publishing	18% Other

"A great conference all around. The format of the conference facilitates productive and in-depth conversations with both existing and potential users of our BI technology."

—Alliance Manager
Esri

Executive Events

BI Executive Summits

TDWI BI Executive Summits are interactive peer events designed to foster knowledge sharing. They bring together business and IT executives with BI sponsors for two full days of dialogue and shared learning focused on major topics such as analytics, business intelligence, performance management, or data warehousing. BI Executive Summits are co-located with TDWI Conferences. 125–150 attendees.

MDM Executive Forum

The MDM Executive Forum is designed to encourage interaction and knowledge sharing among executives with collaborative learning and discussion. Forums are co-located with a TDWI Conference. 100 attendees.

Solution Summits

TDWI Solution Summits are exclusive, hosted, two-day meetings of top thought leaders, solution providers, and company executives who attend by invitation only. Solution Summits cover real-world tips and best practices on a specific topic. They include sponsor presentations, case studies, and panel discussions, along with one-on-one meetings between sponsors and participants. 100 prequalified attendees.

Custom Sponsored Events

TDWI Solution Spotlights are single or multi-city, co-branded, educational events conducted in conjunction with BI solution providers. Solution Spotlights focus on a single emerging topic. Topics and dates are determined by mutual agreement. Limited availability.

Location	Theme	Dates
BI Executive Summits		
Las Vegas	Achieving Business Innovation with Analytics, Big Data, and Emerging Technologies	February 23–25
San Diego	TBD	September 21–23
Solution Summits		
Savannah	Transforming Business with Big Data Analytics	March 15–17
San Diego	Using Advanced Analytics to Increase Competitive Advantage	May 31–June 2
Scottsdale	Visualization	November 1–3
MDM Executive Forum		
Chicago	MDM, DQ, and Data Governance	May 4–5

Analyst Research Programs

Best Practices Reports

These quarterly TDWI reports present the findings of original, survey-based research on new technologies, concepts, and approaches. Sponsoring the Best Practices Reports enables a limited number of sponsors to evangelize their latest solutions to the TDWI audience. All sponsors are involved in the research process, have distribution rights, and receive the leads generated from report downloads and from the Webinar that summarizes the research results.

2015 Topics	Publication Date	Sponsor Close
Hadoop 2.X for the Enterprise	April 2015	October 31, 2014
Transforming Business Decisions with BI and Analytics	July 2015	January 2, 2015
Emerging Technologies for BI, Analytics, and DW for 2016	October 2015	April 3, 2015
Operationalizing and Embedding Analytics for Action	December 2015	July 3, 2015

Checklist Reports (Custom)

TDWI Checklist Reports provide a succinct description of the best practices required to succeed in a particular area of BI, DW, or analytics. They outline 7–10 best practices on a specific topic and are designed for busy data professionals and practitioners who want to quickly ascertain keys to success in a particular area. TDWI Research analysts and faculty write the Checklists, which synthesize their experience and offer pragmatic lessons learned that improve the ability of BI/DW professionals to apply new techniques to their initiatives.

Checklist Report and Webinar Panel

Reap the benefits of two very popular TDWI programs at a fraction of the cost of participating in each separately—sponsor a Checklist Report combined with a Webinar. This multi-sponsor program is designed to extend the value of your investment while getting the same benefits. Each predetermined topic is limited to four sponsors per Checklist/Webinar, with a minimum of two sponsors to move forward. Topics to be determined.

New! Hadoop Readiness Tool

Considering that many organizations are preparing to use Hadoop for managing big data, extending a data warehouse, and developing advanced analytics, TDWI will launch a Hadoop Readiness Tool in the coming year. As a sponsor, you help shape the readiness assessment model, the survey, and the guide while receiving leads from downloads.

Editorial Publications

Best of TDWI

This digital publication features the most influential TDWI articles, research summaries, and newsletters from the previous year, along with industry forecasts from TDWI industry experts. Advertising includes your content in a special "Transforming Technologies" solutions section and full-page ad with product category opt-in leads.

E-Book Sponsorship (Custom)

Sponsor an e-book on a topic of your choice. TDWI E-Books contain up to three articles, including a Q&A with your subject matter expert and your company logo, description, and links. Align your brand with valuable TDWI content while generating high-quality leads.

New! Data Innovations Showcase (Custom)

This new single-sponsor publication is designed to appeal to a wide variety of organizations, from cutting-edge start-up innovators to well-established enterprises. Each publication provides a sponsor's perspective using a Q&A format along with company/product overview. With three levels of sponsorship—each with incremental extra features—it is a great way to disseminate information about current technology, your company, and your offerings.

Infographics

Infographics provide a visual representation of data gathered from research conducted by TDWI and are used to present complex data in a format that is easy to understand and quick to grasp. Sponsorship includes link to sponsor site and distribution rights for six months.
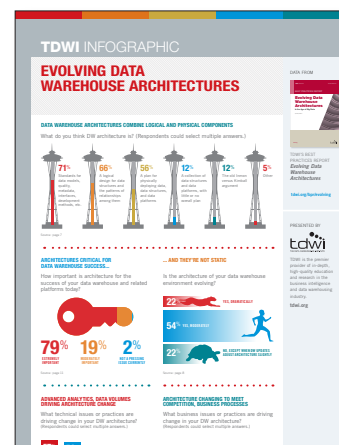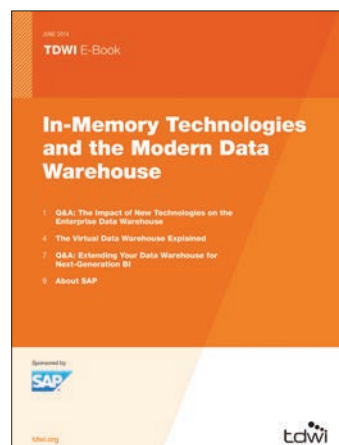
Online Programs

Turn-Key Webinars (Custom)

Webinars allow you to easily leverage the reputation of TDWI education in the BI, DW, and analytics space and get the high-quality leads you need. The details of a Webinar, including abstract and slides, are provided by the TDWI analyst/speaker and moderator. Promotional marketing to the TDWI member database, newsletter subscribers, and Web audience is also included. Each Webinar lasts one hour and includes an interactive Q&A session.

Solutions Gateways (Custom)

Exclusive, topically focused microsites hosted and promoted on tdwi.org. Solutions Gateways allow you to customize and control content and capitalize on your existing marketing assets, including white papers, Webinars, video clips, podcasts, customer stories, and articles for a greater reach.

White Paper Library

Promote your white papers to the TDWI audience of BI/DW and analytics professionals. White papers are often critical to the decision-making and evaluating process. TDWI gives you the opportunity to align your white papers with its trusted brand to generate the leads you need for your sales funnel.

"TDWI Webinars cut through the clutter by skillfully combining expert analyst content with an opportunity to map our solution to the content. It is this perfect learning/selling combination that delivers on leads and keeps us coming back."

—Kate VanDerAa, Marketing Director
Tableau Software

Brand Awareness Opportunities

Newsletter
Boost your profile and enhance your visibility within the business intelligence and data warehousing community by sponsoring *BI This Week,* a biweekly online publication focused on the latest news, trends, tools, and technology.

BI News Sponsorship
The news article sponsorship is an exclusive monthly position accessible in the Latest Articles news section of tdwi.org and in the *BI This Week* newsletter. Includes up to six asset links.

Text Links
To highlight your product, service, or special promotion, invest in a prominently displayed text link on the TDWI website to a specific URL you provide.

Display Ads
Tap into the TDWI audience with a display ad that shows your message on every page of tdwi.org, yielding impressions regardless of how users navigate the site.

TDWI COVERS A WIDE RANGE OF TOPICS IN:

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

> **Business Intelligence**
- BI fundamentals
- Performance management, dashboards, scorecards
- Visual BI, data discovery, and business analytics
- Evolving strategies in BI including self-service, mobile, democratization
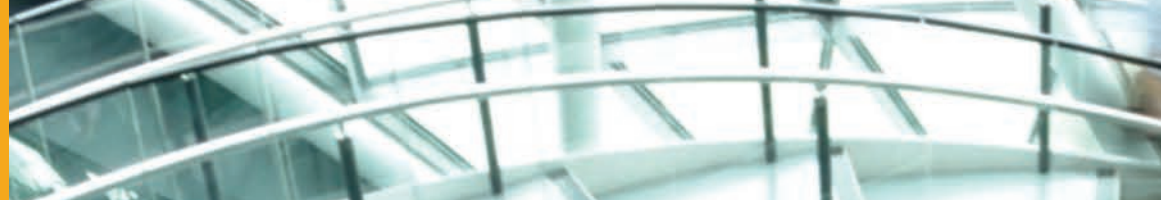
> **Advanced Analytics**
- Advanced analytics technologies including predictive analytics, text analytics, prescriptive analytics, geospatial analytics, stream mining, and social media analytics
- Big data analytics and data science
- Evolving strategies in advanced analytics including embedding and operationalizing analytics

> **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

> **Emerging Topics**
- M2M, the Internet of things (IoT)
- Cloud BI and analytics
- Data-driven innovation across industries and government sectors

Partner Program

Great Exposure Year-Round

Team up with a trusted thought leader in business intelligence, data warehousing, and analytics. Join the TDWI Partner program—an exclusive group of leading companies with a strong commitment to quality and knowledge transfer to the BI/DW community worldwide.

The TDWI Partner program connects your company with the business and IT professionals who represent the TDWI audience. You get exclusive exposure at events, on tdwi.org, and in publications, along with branding opportunities, strategic consulting, special discounts on speaking services, and more.

New in 2015!

> Partner advisory forum

> Opportunity for one of your customers to speak at a TDWI BI Executive Summit

> Inquiry call with TDWI analyst

> Custom poll on the TDWI home page

> Video interview with a TDWI analyst at a TDWI Conference

> Your company displayed in the Partner section of the TDWI home page

2013 AND 2014 PARTNERS

Actian   DELL Software   hp   IBM   informatica

Pivotal   SAP   SAS   tableau SOFTWARE

TERADATA | THE BEST DECISION POSSIBLE   TREASURE

Inside the Partner Program

Events

> **EXCLUSIVE!** Participation in the welcome reception at each of the five U.S. TDWI Conferences

> Preferential exhibit hall booth selection

> Logo placement on conference collateral and in conference exhibit hall

> Exposure at TDWI Europe events in London and Munich

> Discounts on conference exhibitor packages

Online Exposure

> **EXCLUSIVE!** Your company logo on the tdwi.org home page with a link to your own page within the site for an entire year

> Your own page on the TDWI website, including company information, content, and a link to your site

> TDWI White Paper Library exposure—includes lead generation

> Your logo in TDWI publications: *Business Intelligence Journal* and *Best of TDWI*

> Discounts on advertising, sponsorships, research, and Webinars

Professional Development and Consulting Services

> **EXCLUSIVE!** Conference passes—18 days per conference—at all five U.S. TDWI Conferences, valued at over $70,000

> TDWI Team Premium Membership for 20 individuals

> Discounts on TDWI speaking engagements, Webinar presentations, event registrations, and strategic consulting services

More…

> The TDWI Partner logo for use on your website, in collateral, and in exhibit space

CONTACT US

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.

Partner Program Research Webinars Custom Packages	Denelle Hanlon Director of Business Development dhanlon@tdwi.org 425.277.9130
Events	Steve Cissell Senior Business Development Manager scissell@tdwi.org 425.277.9135
Online Programs Publications	Scott Geissler Business Development Manager sgeissler@tdwi.org 248.658.6365