



TDWI PARTNER PROGRAM

2015

Brand Awareness
Thought Leadership
Collaborative Marketing

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



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.



> **2015 Partner Applications Due:**
December 31, 2014

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





New Partner Benefits

TDWI Partner Forum Member

Your company automatically becomes a member of a new TDWI Partner Forum, with two meetings a year at TDWI Conferences. The meeting format provides an opportunity, as a community, to discuss the industry, trends, and what can be done to grow and lead the market.

Opportunity for Your Customer to Speak at a TDWI Executive Summit

You can submit your customer for consideration to speak at a TDWI Executive Summit. From time to time, TDWI analysts chairing these events are looking for speakers/customers to cover particular topics. As a Partner, you will be contacted first to submit your candidate.

Custom Poll on the TDWI Home Page

As a TDWI Partner you can run a poll on the TDWI home page to reach the TDWI member audience and gain valuable insight for your own marketing purposes. Polls have up to three vendor-neutral questions about technology or market trends and run on the TDWI home page for two weeks.

Video Interview with TDWI Analyst at a TDWI Conference

TDWI Partners have the opportunity to record a 5-minute video with a TDWI analyst or instructor twice a year at TDWI Conferences. The video features a TDWI analyst and a Partner representative discussing current market trends followed by the Partner representative demonstrating the tie-in with company products/services. Offered in Las Vegas and San Diego.

Your Own Section on the TDWI Home Page

Your own section on tdwi.org, including logo, short description, link to your site, and three assets for the entire year.

TDWI Analyst Inquiry Calls

As a TDWI Partner you can have one-on-one calls with a TDWI analyst for up to three hours per quarter. Send your questions in advance and engage in a phone discussion for answers about trends and requirements among TDWI members and other users. Time cannot be carried over from one quarter to the next.

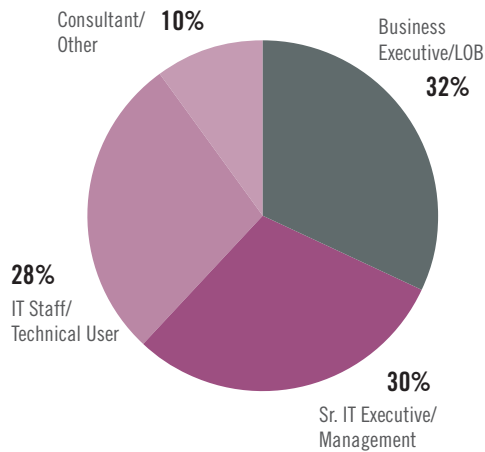
TDWI RESEARCH, EDUCATION, AND EVENTS COVER A WIDE RANGE OF TOPICS

- > 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

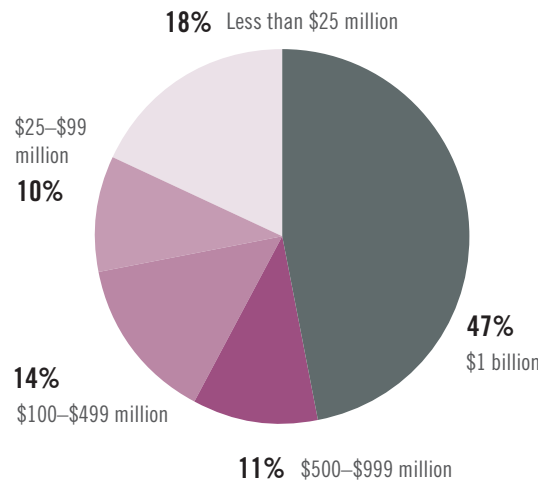
Qualified Business and IT Audiences

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:

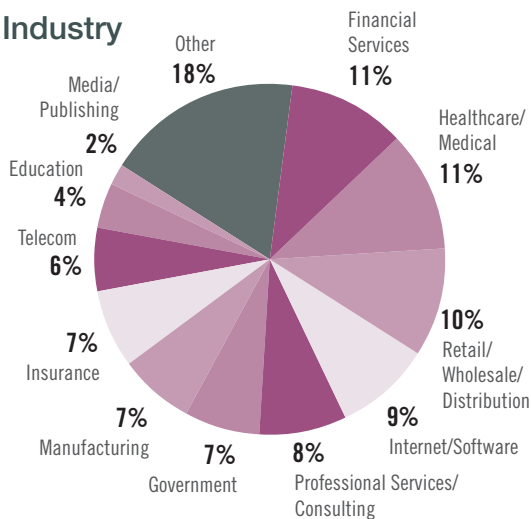
Job Function



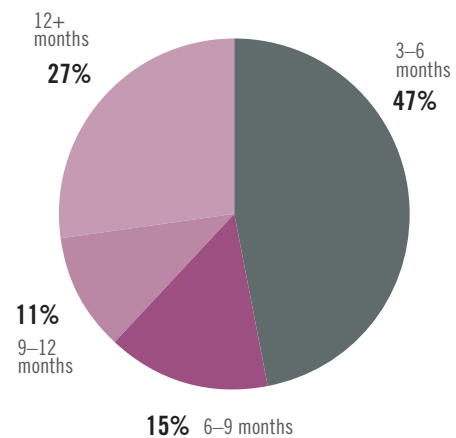
Approximate Gross Revenue



Industry



Next BI/DW Implementation*



*Based on 2014 TDWI Conference surveys

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



Inside the Partner Program

Events

- > **EXCLUSIVE!** Participation in the welcome reception at each of the four 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 featured on the TDWI home page and run-of-site with logo, link to your own website, company description, and three links to your own assets
- > TDWI White Paper Library exposure—includes lead generation
- > Your logo in TDWI publications: *Business Intelligence Journal* and *Best of TDWI*, and conference brochures
- > Discounts on advertising, sponsorships, research, and Webinars

Professional Development and Consulting Services

- > **EXCLUSIVE!** Conference passes—18 days per conference—at the 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



Great Exposure at Events



U.S. Conferences—Exclusive to Partners

- > Partner-only welcome reception for attendees at all four U.S. conferences prior to the official opening of the exhibit hall. Includes tabletop display, cocktails, light appetizers, and raffle
- > Complimentary conference passes—three (3) six-day conference registrations for each of the four U.S. conferences, valued at \$70K. (Cannot be carried over from one event to another)
- > Preferential booth selection at the four U.S. conferences (May, September, and December 2015; February 2016)
- > Discount on conference exhibit—\$500 per conference
- > Partner logo floor decal at your booth
- > For each conference, your logo on:
 - Conference attendee tote bags
 - Exhibit hall banner
 - Back cover of conference brochure
 - Inside front cover spread of conference program guide

European Conferences

- > Exposure at the TDWI European Conference in Munich and London, with logo in conference brochure, program guide, and on exhibit hall banner
- > One full conference registration for each conference

2015 TDWI Conferences

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

NEW! Innovative Event

Boston	July 26–31
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More Exposure

When you become a TDWI Partner, we make sure our audience knows it. Whether on the TDWI website or in publications, we give you a presence so you can expand your reach and make valuable connections.

Online and Print Exposure

- > Your presence in the Partner-only section of the TDWI home page, where you can reach an average of 108,000 Web visitors per month. It includes your logo and links to your site, along with links to your own content and videos. Partners' information rotates.
- > Two of your white papers for in the TDWI White Paper Library for three months. This benefit includes a lead generation component.
- > Your company logo in specific TDWI publications with a combined distribution to more than 600,000 BI, DW, and analytics professionals, both in print and online, with 12 months of exposure on tdwi.org.
- > Your company logo in a full-page Partner ad to run on the inside back cover of the quarterly *Business Intelligence Journal*, which is sent to TDWI Premium Members in March, June, September, and December.
- > 5% discount on TDWI publications—*Best of TDWI*, and *Business Intelligence Journal*, all four research reports, and turn-key Webinar program.

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



YouTube—youtube.com/tdwi1995



Twitter—twitter.com/tdwi



Google+—google.com/+TDWIOrg



Facebook—facebook.com/datawarehouse

*Based on activity ending
October 31, 2014.

Sponsor Great Content for Less

TDWI PARTNERS RECEIVE A 5% DISCOUNT ON PUBLICATIONS SPONSORSHIP, RESEARCH, AND WEBINARS

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 sponsor's content in a special "Transforming Technologies" solutions section and full-page ad with product category opt-in leads.

> *E-Book Sponsorship (Custom)*

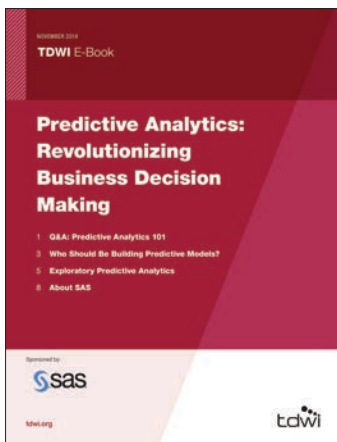
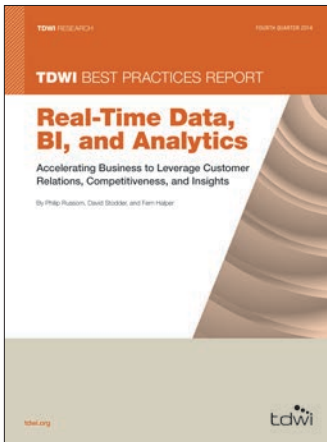
Align your brand with valuable TDWI content while generating high-quality leads when sponsoring an e-book on a topic of your choice. TDWI e-books contain up to three articles, including a Q&A with your subject matter expert and your company logo, description, and links.

> **NEW!** *Data Innovations Showcase (Custom)*

This 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.

> *Business Intelligence Journal*

Advertise in this quarterly publication sent to TDWI Premium Members.



Analyst Research Programs

> *TDWI Best Practices Reports*

Four reports are scheduled for 2015 on the following topics:

- *Hadoop 2.X for the Enterprise*
- *Transforming Business Decisions with BI and Analytics*
- *Emerging Technologies for BI, Analytics, and DW for 2016*
- *Operationalizing and Embedding Analytics for Action*

> *TDWI Checklist Reports*

A Checklist Report provides an overview of success factors on a specific subject in business intelligence, data warehousing, analytics, or a related data management discipline. Topics available upon request.

Turn-Key Webinars (Custom)

- > TDWI Webinars allow sponsors to leverage the TDWI reach into the BI/DW and analytics space and get quality leads for their sales funnel. These live Webinars last one hour, including a Q&A session; they are recorded and available on demand on tdwi.org.

Partnering Has Its Advantages

PROFESSIONAL DEVELOPMENT AND STRATEGIC CONSULTING

More Benefits

- > Exclusive! 25% discount on TDWI analysts speaking services, including speaking engagements, keynotes, strategic consulting, and analysis of user requirements and trends
- > Partner discount for additional registrations at U.S. conferences and seminars
- > TDWI Enterprise Team Membership for up to 20 people in Partner organization. Includes: *Business Intelligence Journal*, Salary Report, BI Benchmark Report, Ten Mistakes to Avoid series, bi-weekly newsletter, and research reports
- > 5% discount on all TDWI Onsite courses



Special Benefit

- > Use of TDWI Partner logo for website, collateral material, and exhibit space

Get access to TDWI Research analysts:



Philip Russom, Ph.D.
Director, TDWI
Research, Data
Management



David Stodder
Director, TDWI
Research,
Business
Intelligence



Fern Halper, Ph.D.
Director, TDWI
Research,
Advanced
Analytics

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
- > Wayne Eckerson
- > Jonathan Geiger
- > Claudia Imhoff
- > David Loshin
- > Mark Madsen
- > Mark Peco
- > Stephen Swoyer
- > Dave Wells
- > Colin White
- > Lyndsay Wise



CONTACT US

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