tdwi

TDWI MARKETING PROGRAMS

2016

Events | Custom Media | Sponsored Research
Online Programs | Digital Publications | Brand Awareness

In-Depth Education and Research on All Things Data.

TDWI Marketing Programs Deliver Results

For more than 20 years, **TDWI** has helped hundreds of thousands of data professionals worldwide gain the information and training they need to transform data from across the enterprise into business value. Our mission is clear—to help data professionals get smarter so the organizations they work for can innovate and grow faster, and they can accelerate their careers.

We offer marketers a trusted platform to access and engage with business and technical executives and implementers in meaningful ways. As the most respected source of education and research in the business intelligence and analytics industry, TDWI's reach and audience quality are second to none.

We offer a wide range of programs designed to help marketers connect directly with qualified decision makers across every channel. We help build brand recognition and thought leadership, educate prospects, drive traffic to your website, generate leads, and accelerate sales.

Partner with us. Together we're advancing all things data.

THE BI AND ANALYTICS INDUSTRY'S MOST TRUSTED SOURCE OF RESEARCH

OVER 70,000 PROFESSIONALS TRAINED THROUGH TDWI EDUCATION PROGRAMS

TDWI DATABASE HOLDS 80% OF *FORTUNE* 500 COMPANIES

$50 BILLION+ OF BI AND ANALYTICS PROJECTS IMPACTED WORLDWIDE

"TDWI consistently delivers the quantity and quality of leads we are looking for. The depth of expertise and professionalism of TDWI is exceptional."

—*Pierre Leroux, Director Product Marketing*
SAP

Align Your Brand with Trusted Content. Drive Results for Your Business.

Quality Content

Quality content attracts qualified audiences. TDWI has analysts on staff who continually publish original research. Aligning your brand with the most trusted source for all things data empowers you 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.

Real ROI

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.

"Coming to the TDWI conference has allowed me to find new opportunities with companies that I have been trying to talk to for months, as well as connect with vendors when I never thought there was a potential for partnership. I am thoroughly impressed with the attendees at TDWI events. I have done other conferences where you get low-level audiences that just want the swag bag. At TDWI, I made amazing contacts."

—Sean Vazan, Analytics Platform Sales
Actian

Meet Our Analysts & Experts

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.
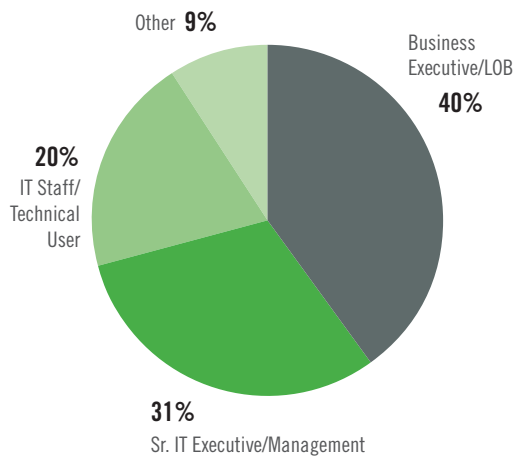
TDWI audiences profit from leading independent analysts, instructors, and writers who produce thought-provoking content on the latest topics in the industry. Among them:

> Chris Adamson

> Linda Briggs

> Stephen Brobst

> Maureen Clarry

> Steve Dine

> Aaron Fuller

> Jonathan Geiger

> Claudia Imhoff

> Mike Lampa

> Deanne Larson

> David Loshin

> Mark Madsen

> John Myers

> Mark Peco

> Stephen Swoyer

> Dave Wells
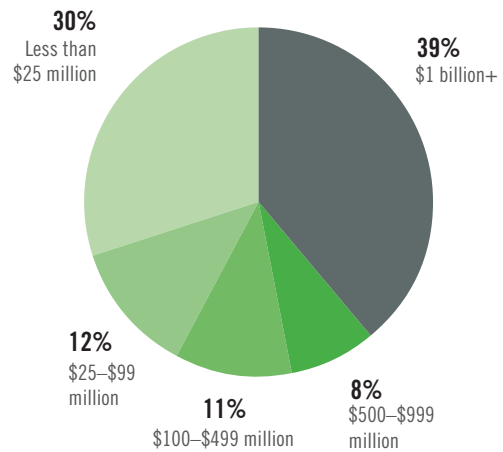
> Colin White

> Barbara Wixom

Qualified Business and IT Audiences

Business intelligence and analytics are no longer solely the realm of IT. Consequently, TDWI reaches hundreds of thousands of technical and business decision makers who are looking for education and research materials to help them understand how to use data to their advantage. Here is a look at TDWI audience demographics:
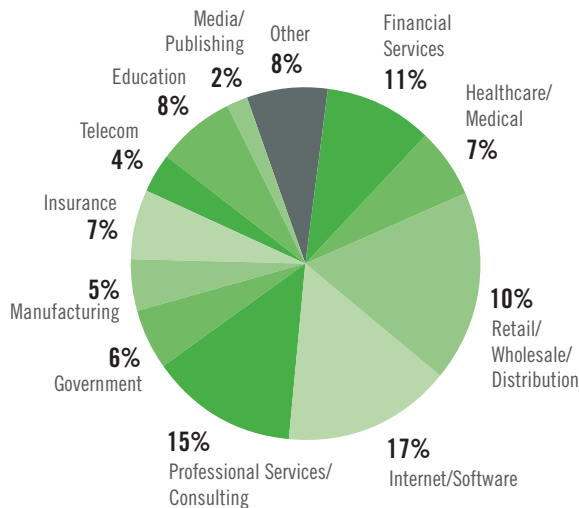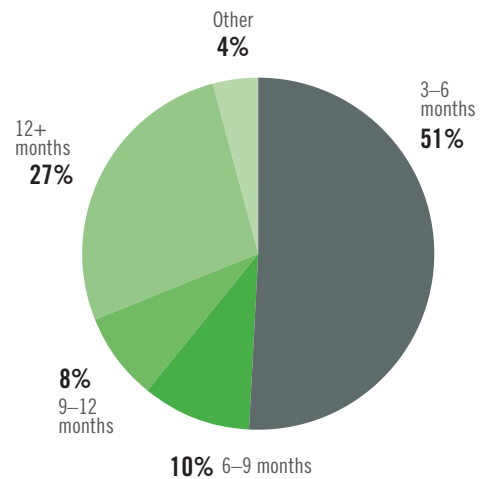
Job Function

- Other **9%**
- Business Executive/LOB **40%**
- IT Staff/Technical User **20%**
- Sr. IT Executive/Management **31%**

Approximate Gross Revenue

- **30%** Less than $25 million
- **39%** $1 billion+
- **12%** $25–$99 million
- **8%** $500–$999 million
- **11%** $100–$499 million

Industry

- Media/Publishing **2%**
- Other **8%**
- Financial Services **11%**
- Education **8%**
- Healthcare/Medical **7%**
- Telecom **4%**
- Insurance **7%**
- Manufacturing **5%**
- Government **6%**
- Professional Services/Consulting **15%**
- Internet/Software **17%**
- Retail/Wholesale/Distribution **10%**

Next Implementation

- Other **4%**
- 3–6 months **51%**
- 12+ months **27%**
- 9–12 months **8%**
- 6–9 months **10%**

Approximately 7 out of 10 people in TDWI databases are from the U.S. and Canada

GAIN ACCESS TO AN INFLUENTIAL DATA CONSUMER GROUP

> Over 80% of *Fortune* 500 companies are in TDWI databases

> 39% of companies in our databases have revenues of $1 billion+

> Over 50% of people in databases are at management level or higher

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 weekly. Social media provides vibrant avenues to continue the conversation with over 90,000 engaged followers.

TOPICS AT A GLANCE

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

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

> Internet of Things (IoT)
> Data Visualization
> Agile Data Warehousing
> Predictive Analytics
> Data Virtualization
> Operational Intelligence
> Geospatial Analytics
> MapReduce
> Natural Language Processing
> M2M
  And More

"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

Educational Events

TDWI Conferences attract business executives and technology professionals looking for in-depth BI and analytics education and training. Conferences feature full- and half-day courses taught by top-notch instructors, hands-on training, 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 seeking information to help them do their jobs better. 500–700 attendees.

2016 TDWI Conferences*

Location	Dates
Las Vegas	January 31–February 5
Chicago	May 8–13
San Diego	October 2–7
Austin	December 4–9
Munich	June 20–22

*Visit tdwi.org for more information about 2016 events.

TOP INDUSTRIES REPRESENTED

17% Internet/Software

15% Professional Services/Consulting

11% Financial Services

10% Retail/Wholesale/Distribution

8% Education

7% Healthcare/Medical

7% Insurance

6% Government

5% Manufacturing

4% Telecommunications

2% Media/Publishing

8% Other

Executive Events

Executive Summits

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

Location	Theme	Dates
Las Vegas	Making Analytics Pervasive in the Enterprise	February 1–2
Chicago	New Data Architectures for Business Agility	May 9–10
San Diego	Building Business and IT Leadership for Advanced Analytics	October 3–4
Austin	Next-Generation Strategies for BI, Analytics, and DW	December 5–6

Solution Summits

The TDWI Solution Summit is an exclusive, hosted, two-day meeting of top thought leaders, solution providers, and company executives who attend by invitation only. The Solution Summit covers real-world tips and best practices on a specific topic. It includes sponsor presentations, case studies, and panel discussions, along with one-on-one meetings between sponsors and participants. 100 prequalified attendees.

Location	Theme	Dates
Savannah	Business Innovation with Big Data Analytics	April 10–12

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.

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 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.

2016 Topics	Publication Date	Sponsor Close
Data Warehouse Modernization	March 30, 2016	October 30, 2015
Improving Data Preparation for Business Analytics	June 29, 2016	January 4, 2016
BI, Analytics, and the Cloud: Strategies for Business Agility	September 29, 2016	April 1, 2016
Analyzing Multi-Structured Data for Business Impact	December 29, 2016	July 1, 2016

Checklist Reports (Custom)

TDWI Checklist Reports provide a succinct description of the best practices required to succeed in a particular area of BI 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 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. 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! Internet of Things (IoT) Readiness Assessment Tool

The TDWI Maturity Model Assessment Tool lets business and IT professionals gauge their organizations' progress on their data journey. Sponsors will help shape the maturity assessment model, the survey, and the guide, then receive 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.

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 a link to sponsor site and distribution rights for six months.

Need Another Piece of Custom Content?

Our editorial and research team is happy to help! Contact us today for a custom program.
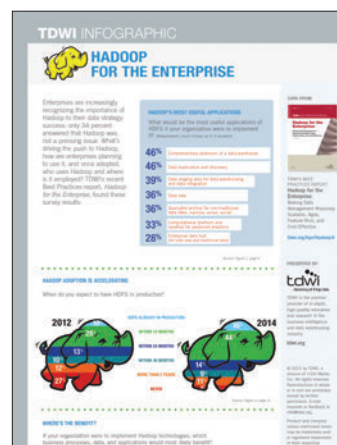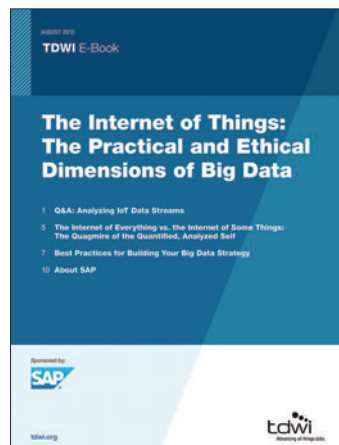
Online Programs

Turn-Key Webinars (Custom)

Webinars allow you to easily leverage the reputation of TDWI education in the BI 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 one-hour Webinar includes an interactive Q&A session.

New! Digital Dialogue (Webinar Add-On)

The Digital Dialogue extends the life of the webcast and captures the broadcast highlights in a 2-page (1,400-word) document. The sponsor receives the final Digital Dialogue PDF, which can be used as a valuable marketing asset.

Microsites (Custom)

Exclusive, topically focused solutions gateways 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 and analytics professionals. White papers are often critical to the decision-making and evaluation 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 news, trends, tools, and technology.

BI News Sponsorship
The news article sponsorship is an exclusive monthly position accessible in the Latest Articles section of tdwi.org and in *BI This Week*. 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
- Cloud BI and analytics
- Data-driven innovation across industries and government sectors

Partner Program

Team up with the most trusted thought leader in business intelligence 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 and analytics 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 and on tdwi.org. Higher-level sponsors also enjoy branding opportunities, strategic consulting, special discounts, and more.

Two Levels of Sponsorship

> **Platinum Partners** comprise Gold Partners who want to increase their visibility with the TDWI audience and new companies who want to invest in a proven program that helps them gain exposure with an active community of professionals.

> **Partners** have earned their status from their involvement with TDWI. This level is based on the sponsor's investment in TDWI programs in the previous year or its intention to invest in the coming year.

2016 PARTNERS

Platinum Partners

IBM

TERADATA

Partners

cloudera · DELL Software · Hewlett Packard Enterprise · Information Builders · LIAISON · MAPR

MarkLogic · SAP · SAS · snowflake · tableau · talend · WhereScape

Programs at a Glance

Program	Online Exposure	Conference Exposure	Research Sponsorship	Lead Generation	Logo Exposure	Publication	Newsletter Subscribers	E-mail Promotions	Premium Members
Partner Program	●	●			●	●			
Events	●	●		●	●				
Webinars	●		●	●	●		●	●	
Digital Dialogues	●		●	●	●			●	
Solutions Gateways	●			●	●			●	
White Paper Library	●			●	●		●	●	
BI This Week (digital publication)	●			●	●		●		
E-Books	●			●	●			●	
Display Ads	●			●	●				
Text Links	●			●	●				
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	●	●				●			

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.

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