REACH THE LEADERS OF THE DATA

REVOLUTION

Research | Events | Digital Programs | Custom Media

Grow Your Business with TDWI

tdwi

**Transforming Data
With Intelligence™**

PARTNER WITH TDWI TO GROW YOUR BUSINESS

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

OVER 80,000 PROFESSIONALS HAVE COMPLETED TDWI EDUCATION PROGRAMS

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

OVER $70 BILLION OF ANALYTICS AND DATA MANAGEMENT PROJECTS IMPACTED WORLDWIDE

ENGAGE THE LEADERS OF THE DATA REVOLUTION WITH TDWI

TDWI marketing programs build on our industry-leading research and education programs to connect vendors to analytics and data management leaders as 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.

LEVERAGE THE TDWI PLATFORM TO DRIVE YOUR BUSINESS

RESEARCH	EVENTS	DIGITAL PROGRAMS	CUSTOM MEDIA
PAGE 3	PAGE 6	PAGE 11	PAGE 12

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.

ANALYST RESEARCH PROGRAMS

QUALITY CONTENT TO ENGAGE A QUALIFIED AUDIENCE

In contrast to media companies that simply aggregate content from external sources, TDWI has a dedicated and respected team of analysts, faculty, writers, and editors who create the best analytics and data management content available today. **We focus on analyzing best practices and market research in data management, BI, and advanced analytics.** Our quality content attracts a quality audience.

FEATURED ANALYSTS

Fern Halper, Ph.D., is vice president and 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.

Philip Russom, Ph.D., is senior director of TDWI Research for data management and oversees many research-oriented publications, services, and events. He is a well-known figure in data management and business intelligence circles, having published numerous 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 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. 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* where he also served as editorial director for nine years.

2018 RESEARCH PROGRAMS

✅ BEST PRACTICES REPORTS

TDWI Best Practices 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.
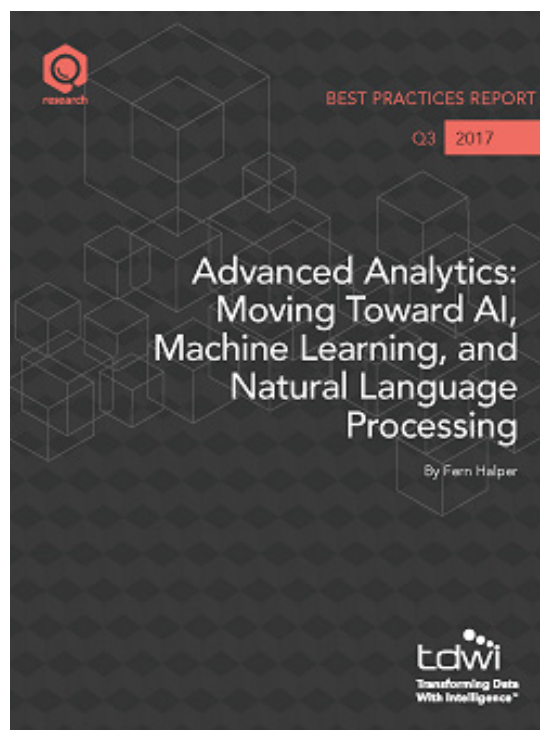
2018 TOPICS	PUBLICATION DATE	SPONSOR CLOSE
Practical Advanced Analytics: How organizations can democratize advanced analytics to drive business value	5/31/2018	3/16/2018
Multi-platform Data Architectures: how to organize, optimize, and leverage today's complex data environments	9/28/2018	7/13/2018
Big Data and Data Visualization	12/19/2018	10/5/2018

CUSTOM RESEARCH PROGRAMS

TDWI provides custom research to sponsors to address specific technology messaging and best practices research and content. These programs include:

✅ 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 six to eight 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.

✅ CUSTOM PRIMARY RESEARCH

TDWI analysts are experts in primary research. Historically, TDWI has surveyed our audience for best practices research, benchmarking studies, and maturity models. New for 2018, TDWI will deploy primary research to address specific sponsor needs such as positioning, product needs, or thought leadership in a particular market space. TDWI analysts can provide feedback from the survey to sponsors in one-on-one sessions. Alternately, primary research can drive custom content for sponsors. If content is published, sponsors receive leads from downloads. Topics determined by mutual agreement.

✅ CUSTOM ASSESSMENTS
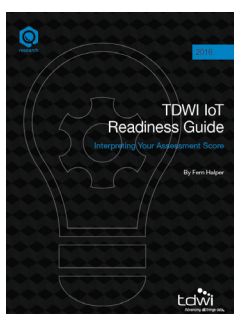
TDWI is known for producing the best maturity and readiness assessments in the market. TDWI Readiness Assessments let business and IT professionals gauge their organizations' progress on their data and analytics journey. TDWI analysts and faculty work with sponsors to develop custom assessments. Program sponsors help shape the assessment model, questions, and the guide, and receive leads from downloads. Past assessments include big data maturity, analytics maturity, IoT readiness and Hadoop readiness. Topics determined by mutual agreement.

✅ MARKET ANALYSIS

Introduced in 2017, TDWI Navigator reports help organizations understand specific emerging markets and vendors that offer solutions in that market. These reports provide an objective view of market trends, opportunities, obstacles, and profile vendor products. Sponsors receive leads from downloads and webcasts. Additionally, individual profiles can be licensed separately as assets for sponsor sites.

RESEARCH TOPICS FOR 2018

Research topics for 2018 include but are not limited to:

DATA MANAGEMENT

- Modern data hubs, data requirements for IoT, AI and machine learning for data management, modern metadata management, Cloud-based data management, multi platform data architectures

- Open source for data management, the role of Hadoop in the mainstream, data lakes, data warehouse modernization, analytics-driven data management, self-service data access, real-time data

BUSINESS INTELLIGENCE

- Modern approaches to developing smarter applications, governance of self-service applications, streamlining BI implementations, metadata and data cataloging, developing an analytics culture, innovations in visual analytics

- Enterprise BI in a self-service world, reducing complexity in BI and analytics, search and BI, self-service BI and visual analytics access to big data, real-time streaming, AI and machine learning for smarter BI, data visualization and visual analytics, self-service data preparation

ADVANCED ANALYTICS

- AI/machine learning-enabled apps, deep learning, machine intelligence and automation, open source for analytics

- Machine learning, NLP, predictive analytics, AI/cognitive systems, analytics in the cloud, IoT analytics, data security analytics, organizational issues surrounding advanced analytics and democratizing analytics

TDWI EVENTS

TDWI EVENTS ARE LIKE NO OTHERS IN THE INDUSTRY.

For over 20 years, TDWI events have brought end-to-end learning experiences on the core pillars of analytics and data management to data leaders around the globe. TDWI events are designed to bring attendees from foundational concepts and best practices to hands-on skills so attendees can ultimately put their knowledge to work back in the office immediately.

These events give vendors access to the most qualified audience in the industry—professionals looking to improve their knowledge and research and deploy the latest tools and technologies.

2018 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. 400–600 attendees.

TDWI LAS VEGAS CONFERENCE
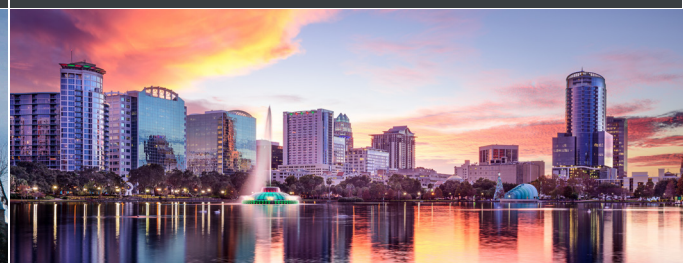February 11-16, 2018
Caesars Palace

TDWI CHICAGO CONFERENCE
May 6-11, 2018
Chicago Hilton

TDWI ANAHEIM CONFERENCE
August 5-10, 2018
Disneyland Hotel

TDWI ORLANDO CONFERENCE
November 11-16, 2018
Walt Disney World Swan

2018 LEADERSHIP SUMMITS

TDWI Leadership Summits are interactive peer events designed to foster knowledge sharing. Under the guidance of TDWI Research, they bring together business and IT executives for two full days of dialogue and learning focused on major topics facing decision makers in their daily lives. Topics range from data science and data management, to advanced analytics and emerging trends that modern businesses face today. Vendor Sponsors can showcase thought leaders on moderated panel and feature their latest solutions at the evening reception. Leadership Summits are co-located with TDWI Conferences. 80–125 attendees.

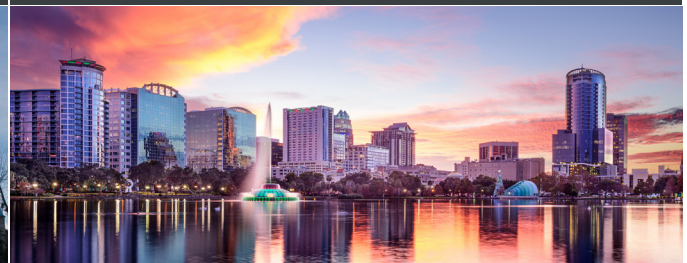**TDWI LAS VEGAS CONFERENCE**
February 12-13, 2018
Caesars Palace

TDWI CHICAGO CONFERENCE
May 7-8, 2018
Chicago Hilton

TDWI ANAHEIM CONFERENCE
August 6-7, 2018
Disneyland Hotel

TDWI ORLANDO CONFERENCE
November 12-13, 2018
Walt Disney Resort Swan

2018 SOLUTION SUMMIT

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 pre qualified attendees.

June 3-5, 2018
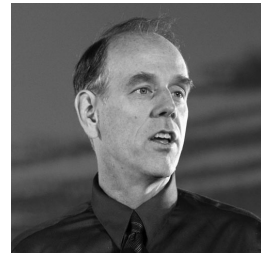Loews Coronado Bay Resort

MEET OUR INSTRUCTORS

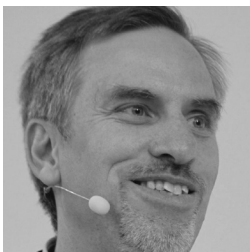**CHRIS ADAMSON**   **WAYNE ECKERSON**   **CLAUDIA IMHOFF**   **KRISH KRISHNAN**   **STEPHEN BROBST**

DEANNE LARSON   **EVAN LEVY**   **MARK MADSEN**   **DAVE WELLS**   **LEN SILVERSTON**

DEAN ABBOTT   **MIKE LAMPA**   **RICHARD HINES**   **MARK PECO**   **AARON FULLER**
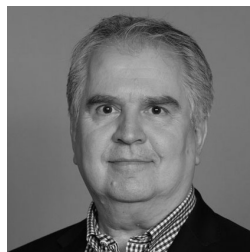
DAVID LOSHIN   **RICK VAN DER LANS**   **JOHN MYERS**

CUSTOM EVENTS

TURNKEY EVENT SOLUTIONS FROM TDWI TAKE THE HEADACHES OUT OF IN-PERSON CUSTOMER ENGAGEMENT

When you create a custom event with TDWI, you'll put your sales team face-to-face with your best prospects, and we'll do all the work for you!

Your goal is clear: you want to deepen relationships and grow revenue, whether it is as a sole sponsor or with your partners. With events ranging from intimate roundtable discussions to educational lunchtime presentations to larger-scale half-day or full-day micro-conferences, TDWI will help you plan, market, and produce a successful custom event. We can craft the perfect event from an intimate dinner to an all-encompassing user event with an awards program. TDWI's professional marketing and event operations staff will work closely with you in creating a memorable event tailored to meet your specific goals.

TDWI will plan and manage the entire event for you: promoting the event and handling the marketing and registration process, finding and securing the event space, and managing all onsite logistics, including audio/visual equipment, signage, and food and beverage. And at the end of the event you receive full contact information, demographics, and lead information from attendees so you can focus on turning these engagements into customers.

CONTENT CURATION AND MODERATION FROM TDWI EXPERTS

Use our expertise and insight to create a topical event series tied to a specific audience or region. We will develop the agenda, use our partnerships and staff to recruit the right speakers, and make your event seamless with our logistics management. When we develop the content, we can help you scale recruitment beyond your database by managing audience acquisition.

GET THE RIGHT EVENT FOR YOUR GOALS AND BUDGET

✅ **SOLUTION SPOTLIGHT ROADSHOWS.** TDWI Solution Spotlights are single or multi-city, cobranded educational events conducted in partnership with a BI or analytics solution provider. TDWI Solution Spotlights focus on a single hot or emerging topic and are led by a TDWI analyst or faculty member. 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.

✅ ROUNDTABLES

Together, your executives and our moderator will shape the conversation around a specific topic with your customers and prospects. During the roundtable we will dig into the issues that can help craft your future messaging while building relationships and offering that peer experience that is extremely valued.

✅ DINNERS

Do you want to hear more about your prospects and customer adoption, goals, and challenges around a specific tech trend? Let us build a panel of decision-makers vested in that topic for a moderated conversation around the dinner table. Learn pain points and build relationships with this intimate group in an environment built for active dialogue.

✅ MEET-UP

Tech decision makers often turn to peers for advice. We can facilitate the gathering during an evening of networking. Set the tone of the evening with a brief welcome and let the conversations unfold from there, leaving your brand top of mind for hosting this engaging night.

✅ PARTNERSHIP EVENTS

Whether you are looking for content for your established conference or are looking to build one from scratch, we can help you elevate your relationships with your partners and, in turn, your customers. From content creation to research, speaker recruitment, event management, and on-site materials, we have what you need.

✅ USER CONFERENCES

You have built a strong relationship with your users and they rely on you to share the latest news on your industry and the solutions that you offer. Let us manage this responsibility so you can focus on what your customers demand most: usable solutions to their problems. From content creation to research, speaker recruitment, event management, and on-site materials we have your back.

✅ AWARDS DINNER/CEREMONY

Our team can manage the logistics as well as creating and promoting the nomination process as well as judging and executing an awards ceremony.

DIGITAL PROGRAMS

✅ 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. TDWI analysts and faculty members—market influencers—lead the webinars. 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 webcast and captures the broadcast highlights in a two-page (1,400 words) document in PDF format. The document can be posted on the sponsor's website and other media sites as another marketing asset.

✅ CONTENT SYNDICATION/LEAD GENERATION

Organizations can promote their white papers to the TDWI audience. White papers are often critical to the decision-making and evaluation process. TDWI gives sponsors the opportunity to align their white papers with its trusted brand to generate leads. TDWI offers the ability to target by firmographic, demographic, and behavioral information.

✅ DISPLAY ADVERTISING

TDWI.org delivers timely, relevant, and actionable information and research 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, the online resources available on TDWI.org explain the basics, explore best practices, uncover effective functional applications, and highlight the techniques organizations can use to drive smarter, more profitable decision making.
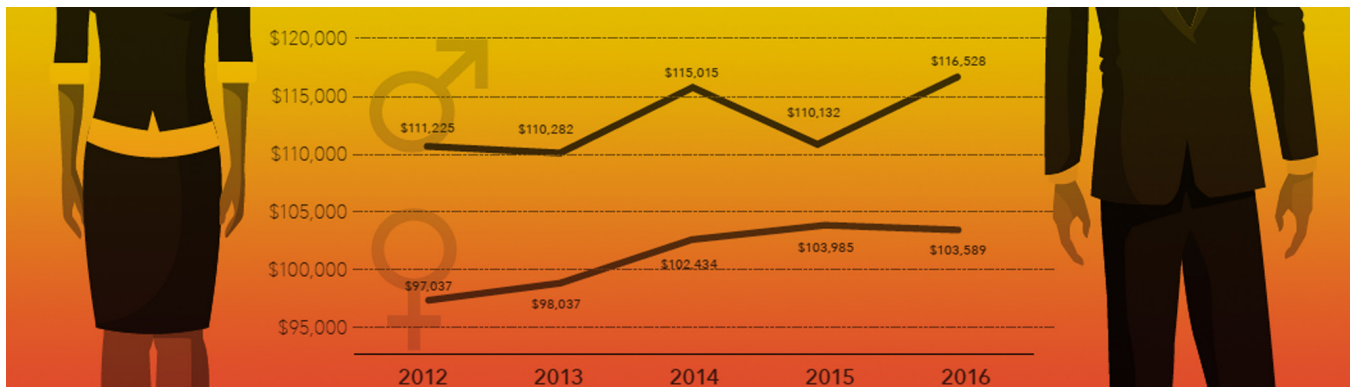
✅ ADVERTISING OPPORTUNITIES

BANNER ADVERTISING: Leaderboards and 300 x 250

TDWI UPSIDE NEWSLETTER: Weekly newsletter sponsorship (Tuesday)

NATIVE ADVERTISING PROGRAMS: Articles or featured microsites to promote product or service

CUSTOM MEDIA

✅ **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 your 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 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.

✅ **CUSTOM E-LEARNING**

Leverage a custom online course within the popular TDWI online learning library to educate our audience about trends and opportunities in the marketplace while showcasing your solutions in action with product demos and downloadable resources. TDWI custom e-learning programs engage learners with multimedia content while generating qualified leads.

✅ **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 greater audience reach.

✅ **OTHER CUSTOM CONTENT**

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

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.

2017 Partners
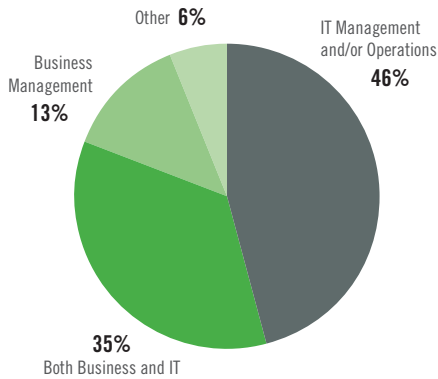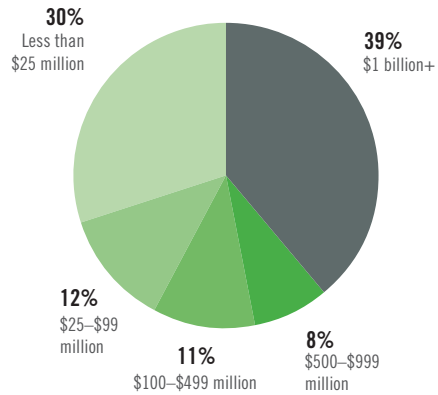
QUALIFIED AUDIENCE

Analytics and data management are no longer solely the realm of IT. With the advent of software and tools for visualization, reporting, and analysis of 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.
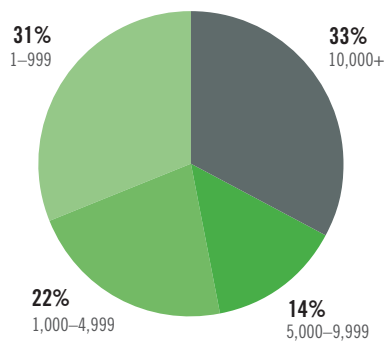
JOB FUNCTION

Other **6%**

Business Management **13%**

IT Management and/or Operations **46%**

35% Both Business and IT

APPROXIMATE GROSS REVENUE

30% Less than $25 million

39% $1 billion+

12% $25–$99 million

11% $100–$499 million

8% $500–$999 million

COMPANY SIZE

31% 1–999

33% 10,000+

22% 1,000–4,999

14% 5,000–9,999

TIME TO NEXT IMPLEMENTATION

Other **4%**

3–6 months **51%**

12+ months **27%**

8% 9–12 months

10% 6–9 months
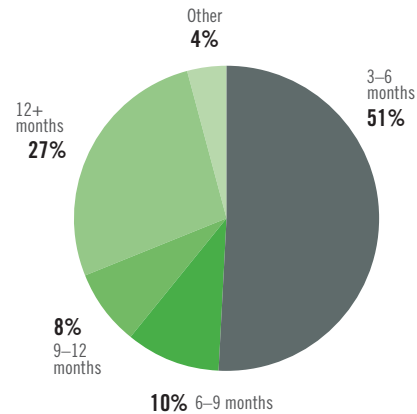
80% OF THE CONTACTS IN THE TDWI DATABASES ARE FROM THE U.S. AND CANADA.

AN INFLUENTIAL GROUP OF ANALYTICS AND DATA MANAGEMENT DECISION MAKERS

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

39% of companies in our databases have annual revenue 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.

TOP INDUSTRIES REPRESENTED IN TDWI DATABASES

14% Financial Services

14% Healthcare/Medical

14% Professional Services/Consulting

9% Internet/Software

9% Education

8% Government

7% Insurance

7% Retail/Wholesale/Distribution

5% Manufacturing

4% Telecommunications

3% Utilities

6% Other

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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tdwi

Transforming Data With Intelligence™

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