

2009

# TDWI MARKETING PROGRAMS



## Targeting Business Intelligence and Data Warehousing Professionals

MAKE CONNECTIONS, GENERATE  
LEADS, AND GET RESULTS.

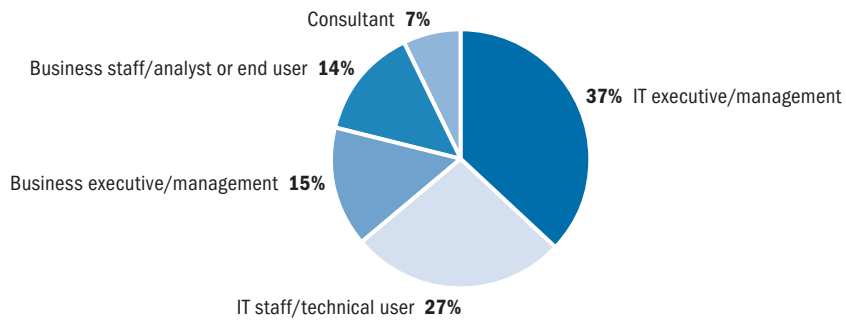
- Events
- Digital Publications
- Online Programs
- Sponsored Research
- Custom Media
- And More...

# About TDWI

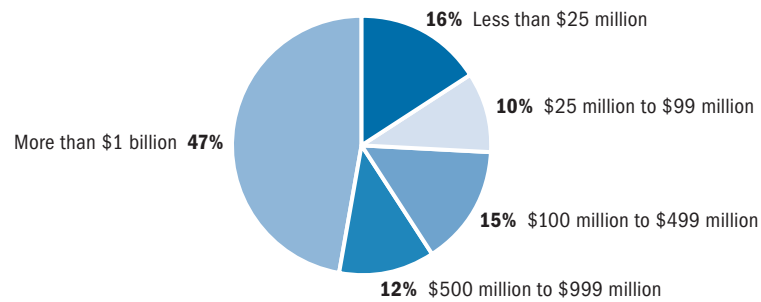
TDWI (The Data Warehousing Institute™) provides education, training, certification, news, and research for executives and information technology (IT) professionals worldwide. Founded in 1995, TDWI is the premier educational institute for business intelligence and data warehousing.

## TDWI Audience Demographics

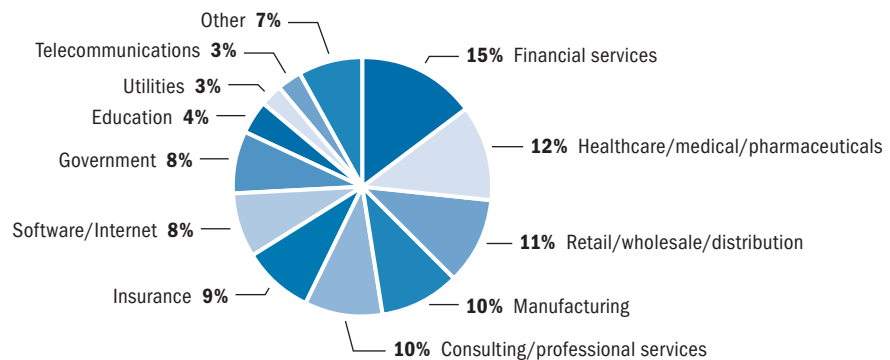
### JOB TITLE



### APPROXIMATE GROSS REVENUE



### INDUSTRY



# Welcome to TDWI's BI and DW Marketing Programs



“TDWI marketing programs are an ideal way to reach a highly targeted audience of business intelligence professionals.”

Gina Hortatsos  
Principal Manager, Integrated BI Programs  
Oracle

TDWI's Marketing Programs **position your company as an industry thought leader** in the **business intelligence and data warehousing** community. Gain exposure to TDWI's qualified **BI and DW** audience through valuable **lead-generating** opportunities.

**TDWI Marketing Programs encompass industry-applicable focus areas:**

- › Enterprise BI
- › Performance Management
- › Dashboards and Visualization
- › Predictive Analytics
- › Data Warehousing
- › DW Platforms and Appliances
- › Data Integration
- › Customer Data Integration
- › Master Data and Metadata Management
- › Data Quality and Data Governance
- › And More...

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# TDWI **Partner Member**

Looking to align your solutions with a leading BI/DW education and research organization?

Empower your solutions—affiliate with TDWI's industry-leading brand and reputation.

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.

## Leverage TDWI's most prominent offerings:

### TDWI Events

- › Discounts on TDWI conference exhibits
- › Preferential exhibit hall booth selection
- › Special Partner-only reception for attendees at selected events
- › Exclusive logo placement on conference collateral and in the conference exhibit hall
- › Exposure at TDWI's World conferences in Europe

### Professional Development and Consulting Services


- › Discounts on TDWI speaking engagements, Webinar presentations, and strategic consulting services
- › Conference passes
- › TDWI Enterprise Team Membership

### Print and Online Exposure

- › White Paper Library exposure (includes lead generation)
- › A Web page on TDWI's site and a rotating logo on TDWI's home page
- › Discounts on publication advertising, sponsorships, research, and Webinars
- › Exposure in the *Business Intelligence Journal* and in *What Works*

### Special Benefits

- › Access to TDWI's customer list—e-mail or direct mail names
- › Use of exclusive Partner Member logo for your Web site, collateral, and exhibit space
- › Partner Member plaque for display in your corporate office

 **Applications Due:  
December 12, 2008**

For a complete list of Partner Member benefits, or for more information, please contact:

- › Denelle Hanlon  
425.277.9130  
dhanlon@tdwi.org

The following organizations were Partner Members in 2008:



“When developing our marketing plan, TDWI Partner Membership is clearly on our list of key initiatives.”

Dr. Chris Boorman  
Senior Vice President and CMO  
Informatica Corporation

# TDWI Events

What sets a TDWI event apart from other BI/DW events?

TDWI's events are vendor-neutral, education-focused events that attract higher-quality attendees, allowing you to target and connect with important decision makers.

“These shows consistently deliver leads that convert into serious opportunities with leading businesses.”

Barb Carmellini  
Events Manager  
DataFlux, a SAS Company

## TDWI World Conferences

- › Four U.S. conferences with 650–1,000 paid attendees per event
- › Two international conferences with 350–500 paid attendees per event

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.

## Other Events

### TDWI BI Executive Summits

- › Two BI Executive Summits with 150–200 paid attendees per event

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.

### TDWI BI Symposiums

- › Two BI Symposiums with 100–150 paid attendees per event

TDWI's BI Symposiums are focused educational events featuring timely BI/DW courses that cover fundamentals to advanced concepts.

### TDWI Insight Events

- › Two Insight Events with 100 fully-hosted attendees per event

TDWI Insight Conferences are invitation-only summits focused on a specific topic such as master data management (MDM) or performance management (PM).

For more information about TDWI Events, contact:

- › Steve Cissell  
425.277.9135  
scissell@tdwi.org



## Calendar of Events

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### FEBRUARY

#### **TDWI World Conference**

February 22–27, 2009  
Las Vegas, NV

#### **TDWI BI Executive Summit**

February 23–25, 2009  
Las Vegas, NV

### MARCH

#### **MDM Insight Event**

March 8–10, 2009  
Savannah, GA

#### **TDWI Government Symposium**

Date TBD  
Washington, D.C.

### APRIL

#### **TDWI BI Symposium**

Date TBD  
Toronto, Ontario, Canada

### MAY

#### **TDWI World Conference**

May 3–8, 2009  
Chicago, IL

### JUNE

#### **TDWI BI Symposium**

Date and location TBD

#### **TDWI European Conference**

June 15–17, 2009  
Munich, Germany

### AUGUST

#### **TDWI World Conference**

August 2–7, 2009  
San Diego, CA

#### **TDWI BI Executive Summit**

August 3–5, 2009  
San Diego, CA

### SEPTEMBER

#### **MDM or Performance Management Insight Event**

(tentative)

#### **TDWI BI Symposium**

Date and location TBD

### NOVEMBER

#### **TDWI World Conference**

November 1–6, 2009  
Orlando, FL

#### **TDWI European Conference**

November 16–17, 2009  
Amsterdam, Netherlands



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### TDWI Event Facts:

- › More than **2,200 companies** have sent attendees to TDWI World Conferences in the last three years. More than **4,000 people** attended TDWI events in 2008.
  - › **63% of Fortune 100 companies** have sent attendees to a TDWI event in the past two years.
  - › More than **60%** indicate they are **planning to grow** their BI/DW initiatives.
  - › **73%** indicate they have **final purchasing authority**, determine needs, or evaluate and recommend BI/DW products that influence purchasing decisions.
  - › At any given event, the **majority** of attendees (**88%**) and companies (**79%**) are experiencing TDWI's high-quality conference education and networking opportunities for the **first time**.
- 

For the most up-to-date event dates and locations, visit [www.tdwi.org](http://www.tdwi.org).

# TDWI Online Programs

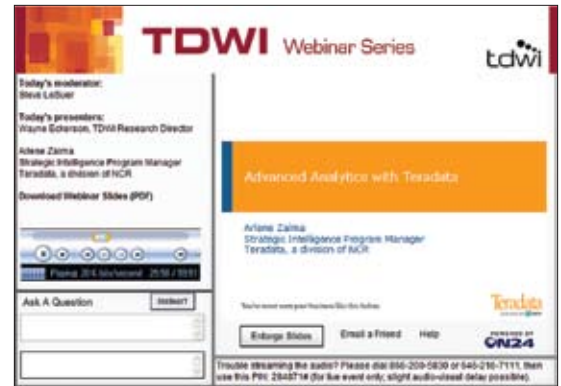
Are you seeking Web exposure for your organization?

Reach out to TDWI's highly qualified audience and generate leads.



## TDWI Webinar Series

Our turn-key Webinar approach allows you to easily leverage our reach into the BI/DW space and gain the high-quality leads you need. Each live Webinar runs one hour and includes an interactive Q&A session. Live events are recorded and available on demand.



## Solutions Gateways

Solutions Gateways are exclusive, topically focused microsites contained within www.tdwi.org that allow you to control and customize your Gateway's content and capitalize on existing marketing assets (white papers, Webinars, etc.).



## White Paper Library

TDWI's White Paper Library promotes your white paper to our audience of business intelligence and data warehousing professionals and decision makers.



TDWI's lead-generating online programs trigger results.

**Average Leads:**

› **Webinars**

700 per event

› **Solutions Gateways**

200–500 per month

› **White Paper Library**

50–75 per month

**TDWI News Article Sponsorships**

TDWI's news article sponsorship is an exclusive ad space accessible through the News section of TDWI's Web site and in TDWI's *BI This Week* e-newsletter.



**E-Newsletter Ads**

Include your banner ad in TDWI's e-newsletters: *BI This Week* or *BI Case Studies*. Highlight your products and services to more than 20,000 subscribers.



“Generating high-quality leads is an important part of our overall marketing strategy and we have found that TDWI delivers the results we are looking for.”

Julie Bassett  
VP Corporate Marketing  
DatAllegro

**Text Links**

Highlight your product, service, or special promotion with a prominently displayed text link from our Web site to the URL you specify.

**For more information about TDWI Webinars, contact:**

› Denelle Hanlon  
425.277.9130  
dhanlon@tdwi.org

**For more information about other online programs, contact:**

› Scott Geissler  
248.658.6365  
sgeissler@tdwi.org

# Print and Digital Publications

## Looking for quality leads?

**TDWI's digital and print publications will help you gain valuable leads that activate bottom-line results.**

“TDWI's *What Works* allows us to showcase our best customer success stories to a highly relevant audience of BI decision makers, and to position ourselves as leaders in the industry.”

Mark LaRow  
Vice President, MicroStrategy Products  
MicroStrategy

To learn more about *What Works* sponsorships or advertising in the *Best of BI* and the *Business Intelligence Journal*, contact:

› Scott Geissler  
248.658.6365  
sgeissler@tdwi.org

## TDWI's What Works

### Data Warehousing, Data Integration, and Business Intelligence

TDWI's *What Works: Best Practices in Business Intelligence and Data Warehousing* is a digital compendium that allows you to share your customer story, a “Lessons from the Experts” article, and access to your white papers with TDWI's audience (promoted to 100,000).

### Three topically focused volumes

#### Sponsorship Dates:

#### What Works in Data Warehousing

Close date: January 16, 2009

Publish date: **May 2009**

#### What Works in Data Integration

Close date: April 17, 2009

Publish date: **August 2009**

#### What Works in Enterprise Business Intelligence

Close date: July 17, 2009

Publish date: **November 2009**

#### Sponsorship Options

- › Silver, Gold, and Platinum
- › Series packages available



*What Works* provides so much value that 90% of vendors choose to repeat their sponsorship on average.

#### Average Leads:

1,000



## TDWI's Best of Business Intelligence: A Year in Review

TDWI's annual *Best of Business Intelligence* 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.

### Ad space available

#### Ad Reservation Dates:

Close date: January 19, 2009

Publish date: **February 2009**

TDWI's *Best of BI* is promoted to more than 100,000 BI/DW professionals.

### Average Leads:

900



## TDWI's Business Intelligence Journal

The *Business Intelligence Journal* is a TDWI Member-exclusive information resource that provides fresh, unbiased ideas and perspective to help business users and organizations operate more intelligently.

- Published quarterly.
- Distributed exclusively to a targeted group of TDWI Members and conference attendees.

### Ad space available

#### Ad Reservation Dates:

WINTER

Close date: February 9, 2009

Publish date: **March 2009**

SPRING

Close date: April 20, 2009

Publish date: **June 2009**

SUMMER

Close date: July 20, 2009

Publish date: **September 2009**

FALL

Close date: October 26, 2009

Publish date: **December 2009**

# TDWI Sponsored Research

Do you want to be a part of industry research that positions your company as a BI and DW thought leader?

With TDWI Research, you can sponsor and participate in research that spans the spectrum of business intelligence, data warehousing, and business performance management.

## TDWI Best Practices Reports

TDWI's Best Practices Reports educate BI professionals about new BI technologies, concepts, and approaches, enabling solution providers like you to evangelize new approaches to TDWI's audience.

### TDWI Best Practices Report Topics and Sponsorship Dates:

#### *Operational Data Integration: A New Frontier for Information Management*

by Philip Russom

Close date: October 17, 2008

Publish date: **April 2009**

#### *Beyond Reporting: Delivering Insights with Next-Generation Analytics*

by Wayne Eckerson

Close date: January 9, 2009

Publish date: **July 2009**

#### *Next-Generation Data Warehouse Platforms*

by Philip Russom

Close date: April 17, 2009

Publish date: **October 2009**

#### *Transforming Finance: How CFOs Can Use Business Intelligence to Turn Finance from Bookkeepers into Strategic Advisors*

by Wayne Eckerson

Close date: July 10, 2009

Publish date: **December 2009**



Sign up early! TDWI's Best Practices Report sponsorships are limited and are one of our most effective lead generation programs.

### Average leads:

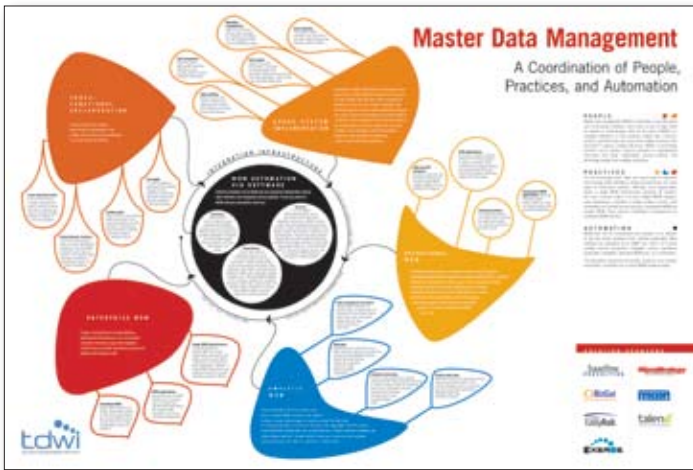
1,300

For details about TDWI Research sponsorships, please contact:

› Denelle Hanlon  
425.277.9130  
dhanlon@tdwi.org

“TDWI has been a valuable and strategic resource for MicroStrategy. We have found that marketing with TDWI is a highly effective way to reach our target audience and to generate excitement about our enterprise business intelligence software.”

Mark LaRow  
Vice President, MicroStrategy Products  
MicroStrategy



## TDWI's 2009 Technology Poster

### BI Usability Concept Map

Feature your BI usability product, your logo, and your company description on the 2009 technology poster. The 2009 poster presents a concept map of all the elements that contribute to usability, including four major components—design, architecture, support, and change management—and the multiple subcomponents that comprise them.

Close date: May 2009

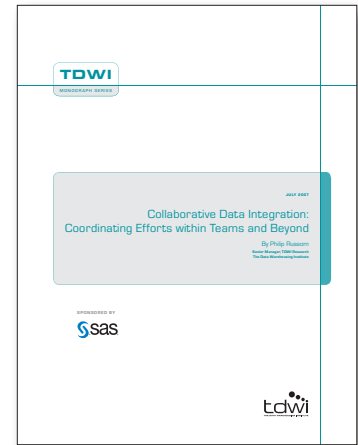
Publish date: **June 2009**

## NEW

### TDWI's BI Checklist Series

TDWI BI Checklists are concise handbooks designed to educate BI professionals about critical success factors and program requirements for specific practices in business intelligence, data warehousing, and data management.

Sponsorship details and potential Checklist topics are available upon request.



## TDWI Monograph Series

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.

Sponsorship details and potential Monograph topics are available upon request.

## TDWI Research Analyst Speaking Opportunities

TDWI's research analysts are available for custom speaking engagements at your company or event. Contact Denelle Hanlon for details at [ghanlon@tdwi.org](mailto:ghanlon@tdwi.org).

## About Our Analysts



**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.

# Other Ways to **Get Involved**

## Looking for a Customized Media Package?

We can customize quarterly or annual packages around your specific marketing, leads, and budget objectives. Packages can include any of the programs on the previous pages.

› Denelle Hanlon  
425.277.9130  
dhanlon@tdwi.org

## TDWI's 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.

Call for nominations:  
January through April 2009



## TDWI Buyer's Guide

Make sure you are listed in TDWI's Buyer's Guide, an extensive, comprehensive taxonomy of BI/DW products and services. Basic listings are free. Visit [www.tdwi.org/marketplace](http://www.tdwi.org/marketplace) 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](http://www.tdwi.org/cbip).



## TDWI Membership

Empower yourself or your whole 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](http://www.tdwi.org/membership) for more information.



# TDWI Marketing Programs **Overview**

	Online Exposure	Conference Exposure	Research Sponsorship	Lead Generation	Logo Exposure	Distribution
Partner Member Program	✓	✓		✓	✓	N/A
Events	✓	✓		✓	✓	N/A
Webinar Series	✓		✓	✓	✓	TDWI Web site and e-newsletter subscribers
Solutions Gateways	✓			✓	✓	TDWI Web site and e-newsletter subscribers
White Paper Library	✓			✓	✓	TDWI Web site, e-newsletter, and e-mail promotions
TDWI News Article Sponsorships	✓			✓	✓	TDWI Web site and e-newsletter
E-Newsletter Ads	✓			✓	✓	TDWI Web site and subscriber base
Text Links	✓			✓	✓	TDWI Web site
<i>What Works</i> (digital publication)	✓	✓		✓	✓	Digital promotion, TDWI Web site, and conferences
<i>Best of BI</i> (digital publication)	✓			✓	✓	Digital promotion and TDWI Web site
<i>Business Intelligence Journal</i> (print publication)		✓			✓	TDWI Members and conferences
Best Practices Reports	✓	✓	✓	✓	✓	TDWI Members, conferences, and TDWI Web site
Annual Technology Poster	✓	✓	✓	✓	✓	Digital promotion and TDWI Web site
Monograph Series	✓		✓		✓	TDWI Members and sponsor PDF
BI Checklist Series	✓		✓	✓	✓	TDWI Web site and TDWI Members
Best Practices Awards	✓	✓				TDWI Web site, conferences, and publications
Buyer's Guide	✓					TDWI Web site

**For more information about TDWI marketing programs, Partner Members, 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:**

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