

# BI-EDGE

Business Intelligence & Analytics for Software, Integration Architects

An Online Conference

July 26, 2012

**BI-EDGE** is a multi-vendor online event, where top experts will discuss how Business Intelligence and Analytics solutions are used by F1000s, mid-sized organizations and government agencies to gain deeper visibility, faster responsiveness, stronger profitability, smart risk management and decision-making.

## Subjects

BI-EDGE will address how today's BI/analytics solutions are

- Easier and less costly to configure and deploy
- Simpler for non-business analysts/BI specialists to use
- Moving beyond "as-is" data to provide predictive analysis
- Offering customizable and interactive reports/Web 2.0 displays
- Quickly integrate with varied data sources (on-premise, ETL, even cloud)
- Affordable and intuitive "Big data" analytics solutions

## Audience

Attendees to include: Executives (CEO, CIO, VP), Head of IT (CIO, VP, Director); Enterprise Architects; BI Professionals; BI system integrators, consultants and analysts.

## Sponsor Benefits

- Two Speaking Opportunities
- Lead Generation: 500 (minimum) - Guaranteed
- Thought-Leadership Positioning
- Six Months Post-Event Hosting

## Format

Sponsors get two speaking opportunities (Sessions pre-recorded and edited).

- "Case Study" Keynote Panel - Each speaker will present a Case Study on how customers benefited from their approach to BI tools, technologies and best practices. Length: Approx. 4 to 8 minutes (4-6 slides)
- Solo Presentation - Each speaker will also present a 30-minute overview of their company, products and services. Session to include a short Q&A

## Upcoming Events

Show	Broadcast Date	Early Bird Date (10% Discount)	Close Date
BI-EDGE 2	July 26, 2012	May 7, 2012	June 7, 2012

## Integration

developer news

www.idevnews.com

## IDN Demographics

### Information Technology 70%

Enterprise Architect  
Application Integration  
IT Consultant  
Head of IT  
(Director, CIO, CTO, VP)

### Business 30%

Business Intelligence Professionals  
Business Applications Development  
Business Analyst  
Executive Management

## Previous Sponsors



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# IDN Event Calendar 2012

Integration Developer News launched in 2002, is the leading electronic newsletter (circulation 76,000) written for enterprise architects, middleware developers and integration professionals interested in design-to-deployment phases for leading integration topics. IDN also produces and supports lead-generation activities such as online conferences, webinars and community development programs for technology providers in these sectors.

If your software company is looking to jumpstart your sales program then contact Tom Donoghue at [tom@idevnews.com](mailto:tom@idevnews.com) – phone: 415.516.2874.

<b>Q2 2012</b>	<b>Broadcast Date</b>	<b>Early Bird Date (10% Discount)</b>	<b>Close Date</b>
<b>BPM-CON</b> Command and Control to Drive Profits and Smart Decisions	May 31	March 12	April 16
<b>CLOUD-CON: Integration</b> Connecting Cloud, SaaS and On-Premise Data & Applications	June 28	April 9	May 14
<b>Q3 2012</b>			
<b>BI-EDGE</b> Business Intelligence & Analytics for Software, Integration Architects	July 26	May 7	June 11
<b>SOA Summit</b> SOA Applications and Integration for the Agile Business	August 23	June 4	July 9
<b>Mobile IT</b> Delivering Mobile Solutions For Customers and Enterprise IT	September 20	July 2	August 6
<b>Q4 2012</b>			
<b>CLOUD-CON: Virtualization</b> Managing Virtualization & Private Cloud Deployment	October 18	July 30	September 3
<b>BPM-CON</b> Command and Control to Drive Profits and Smart Decisions	November 15	August 27	October 1
<b>CLOUD-CON: Integration</b> Connecting Cloud, SaaS and On-Premise Data & Applications	December 13	September 24	October 29