

Integration Developer News  
Sponsorship Package – 2023

# Virtual Summits

## For Demand Generation



# Executive Overview

Integration Developer News produces Multi-Vendor Virtual Summits for Demand Generation. IDN has registered more than 150,000 qualified enterprise IT decision makers. 140 virtual summits produced - one per month over the past 11 years.

## Virtual Summits

### Application Architecture Summit

January 26, 2023 | June 8, 2023 | October 26, 2023

### Cloud Architecture Summit

February 23, 2023 | September 21, 2023

### Enterprise Integration Summit

April 20, 2023 | August 24, 2023 | December 7, 2023

## Fast Facts

### Overview

- Concept: 6-10 leading enterprise vendors present
- Speaker Opp: Webinar Style Presentation - 30 minutes
- Company Size: 70% > 1k      25% > 25k employees
- GEOs: 75% United States
- Production: 3 weeks in advance via Zoom
- No Hassles: Introduce IDN to your speaker & we take over

### IDN Deliverables

- Leads: All sponsors get complete registration list
- Guaranteed: 700 guaranteed - 800-900 average

### Metrics

- Contact: You get all registrant contact info
- Attended: Who attended live
- Viewed: Who listened to your speaker
- Touched: Who viewed your white papers and demos

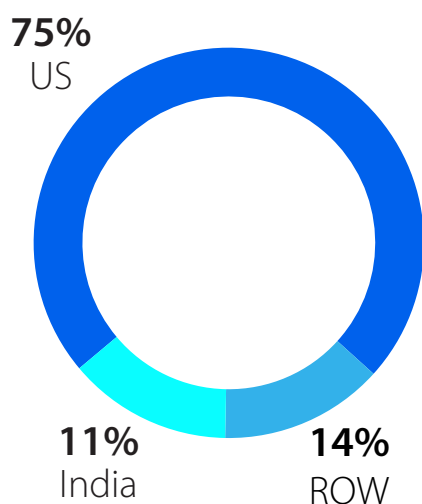
## Summit Sponsors



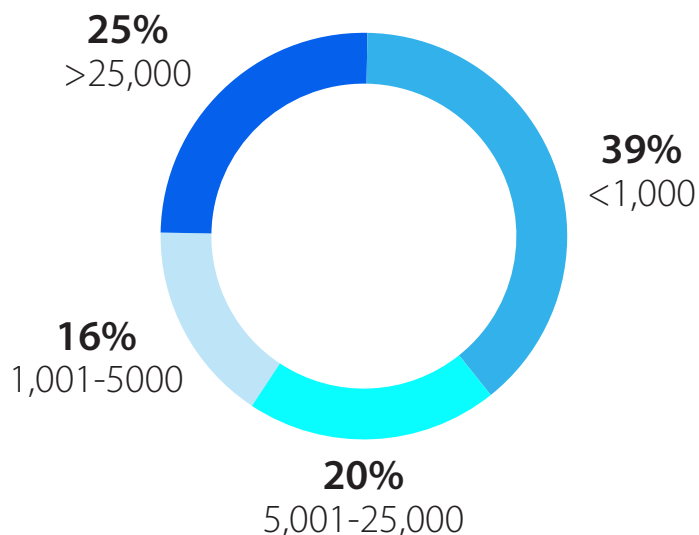
# Demographics

140 virtual summits produced - more than 150,000 qualified enterprise IT decision makers  
700 guaranteed - 800-900 average

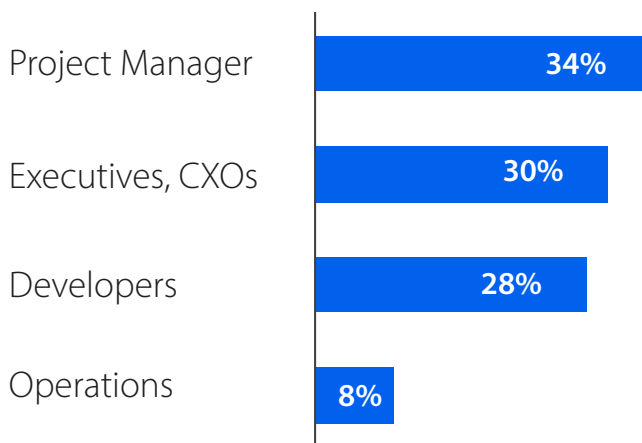
## GEO Regions



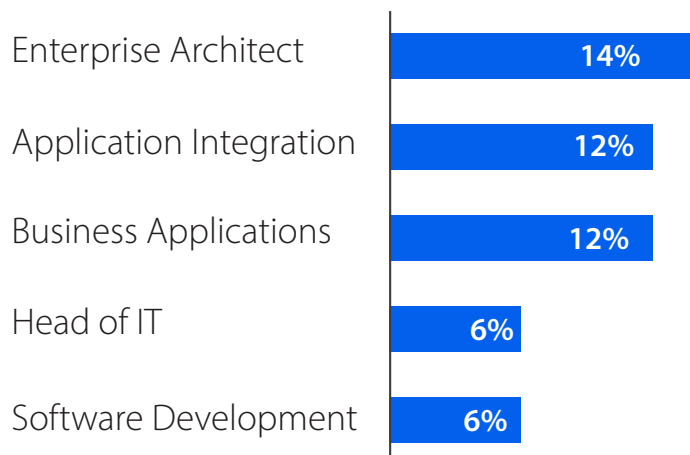
## Company Size - Employees



## Top Job Levels



## Top Job Functions



# Virtual Summits

## Enterprise Integration Summit

Integration Powers Digital Transformation

Enterprise Integration Summit explores how APIs, iPaaS, RPA and other integrations are foundational to successful digital transformation.

Top job specialties include: Enterprise Architects, Project Managers, Application Integrators, Software Developers, Business Application Managers, and CxOs.

- April 20, 2023
- August 24, 2023
- December 7, 2023

## Cloud Architecture Summit

Foundational Technologies for Cloud Innovation

Cloud Architecture Summit highlights how organizations are leveraging hybrid cloud, iPaaS and cloud native technologies to meet changing business needs.

Top job specialties include: Enterprise Architects, Cloud Engineers, Project Managers, Application Integrators, Software Developers, DevOps, Business Application Managers, and CxOs.

- February 23, 2023
- September 21, 2023

## Application Architecture Summit

Design, Build and Run Modern Enterprise Applications

Application Architecture Summit focuses on how to build, launch & run applications with low code, DevOps and cloud native skills.

Top job specialties include: Enterprise Architects, Software Developers, Project Managers, Solution Architects, Application Integrators, DevOps, Business Application Managers, and CxOs.

- January 26, 2023
- June 8, 2023
- October 26, 2023

# Sponsor Room

Each sponsor gets a resource room where attendees view presentations, download pdfs and sign up for free trials etc. IDN tracks all attendee behavior and delivers it in an easy to read Leads Report.

Breakout Session

April 2022  
Cloud Architecture Summit

## Why Adapt a Versatile Integration Platform for a Multi-cloud Architecture

**Agenda**

Integration is key to new levels of cloud flexibility, scale and innovation

Informatica combines AI and automation to connect disparate data silos


How a "single logical cloud" benefits data curation, analytics, more

**Bio**

Focuses on Informatica intelligent multi-cloud platform

Optimizes data integration for many popular methods -- ELT Big Data and REST

Supports Informatica ecosystem of developers and external partners



**Sandeep Kathuria**  
Software Architect  
Informatica

integration developer room

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Welcome

outsystems

Teleport

Progress

WSO2

Informatica **Now Viewing**

vFunction

docker

okta

influxdata

Health Check

Content provided by Informatica

Submit a question here.

Submit

## Why Adapt a Versatile Integration Platform for a Multi-cloud Architecture

### Free Trials and More

[VIDEO] [Cloud Data Integration: ETL to ELT](#)

[ANALYST REPORT] [2021 Gartner® Critical Capabilities for Data Integration Tools](#)

[TRY IT] [Choose Your Free Informatica Cloud Platform Trial](#)

### PDF Downloads

[SPEAKER SLIDES] [Why Adapt a Versatile Integration Platform for a Multi-cloud Architecture](#)

[DATASHEET] [Informatica Cloud Data Integration](#)

[INFOGRAPHIC] [Cloud Data Integration for Data and Analytics Modernization](#)

[eBOOK] [6 Steps to Building Intelligent Cloud Data Warehouses and Data Lakes](#)

[GUIDE] [Informatica and AWS: Modernizing Your Cloud Data Warehouse and Data Lake](#)

[eBOOK] [Winning with MultiCloud: How to Drive a Competitive Advantage](#)

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# Virtual Summit Calendar

More than 140 events produced

## Q1 2023

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January 26	<b>Application Architecture</b> Summit	Low-Code • DevOps • Kubernetes • AI & Machine Learning • APIs & Microservices • Kubernetes • Orchestration • RPA • UX • BPA • Process & Workflow • Security • Legacy Modernization
February 23	<b>Cloud Architecture</b> Summit	Kubernetes • Enterprise iPaaS • API Mgmt. • AI • SaaS Integration • Cloud Migration • DevOps • Hybrid/Multi-Cloud • MDM • Microservices • Governance & Security

## Q2 2023

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April 20	<b>Enterprise Integration</b> Summit	Enterprise Architecture • API Management • Agile Integration • Data Virtualization • EDI/B2B • Integration Architecture • Hybrid Cloud • iPaaS • Messaging • Microservices • Security • Legacy Modernization
June 8	<b>Application Architecture</b> Summit	Low-Code • DevOps • Kubernetes • AI & Machine Learning • APIs & Microservices • Kubernetes • Orchestration • RPA • UX • BPA • Process & Workflow • Security • Legacy Modernization

## Q3 2023

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August 24	<b>Enterprise Integration</b> Summit	Enterprise Architecture • API Management • Agile Integration • Data Virtualization • EDI/B2B • Integration Architecture • Hybrid Cloud • iPaaS • Messaging • Microservices • Security • Legacy Modernization
September 21	<b>Cloud Architecture</b> Summit	Kubernetes • Enterprise iPaaS • API Mgmt. • AI • SaaS Integration • Cloud Migration • DevOps • Hybrid/Multi-Cloud • MDM • Microservices • Governance & Security

## Q4 2023

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October 26	<b>Application Architecture</b> Summit	Low-Code • DevOps • Kubernetes • AI & Machine Learning • APIs & Microservices • Kubernetes • Orchestration • RPA • UX • BPA • Process & Workflow • Security • Legacy Modernization
December 7	<b>Enterprise Integration</b> Summit	Enterprise Architecture • API Management • Agile Integration • Data Virtualization • EDI/B2B • Integration Architecture • Hybrid Cloud • iPaaS • Messaging • Microservices • Security • Legacy Modernization