Virtual Summits
For Demand Generation

Integration
developer news

Executive Overview

Integration Developer News produces Multi-Vendor Virtual Summits for Demand Generation.
IDN has registered more than 140,000 qualified enterprise IT decision makers.
132 virtual summits produced - one per month over the past 10 years.

Virtual Summits

Application Architecture Summit
October 20, 2022 | January 26, 2023 | June 8, 2023

Cloud Architecture Summit
February 23, 2023 | September 21, 2023

Enterprise Integration Summit
December 8, 2022 | April 20, 2023 | August 24, 2023

Intelligent Data Summit
March 23, 2023 | July 20, 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: 800 guaranteed - 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
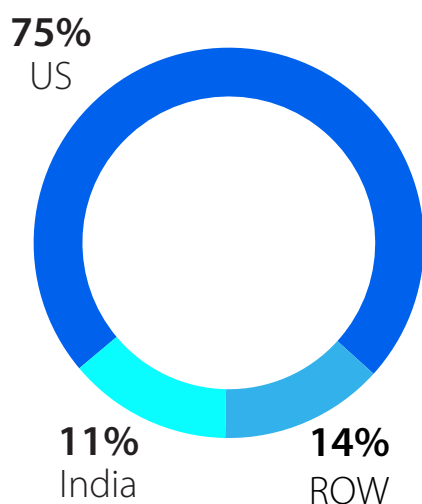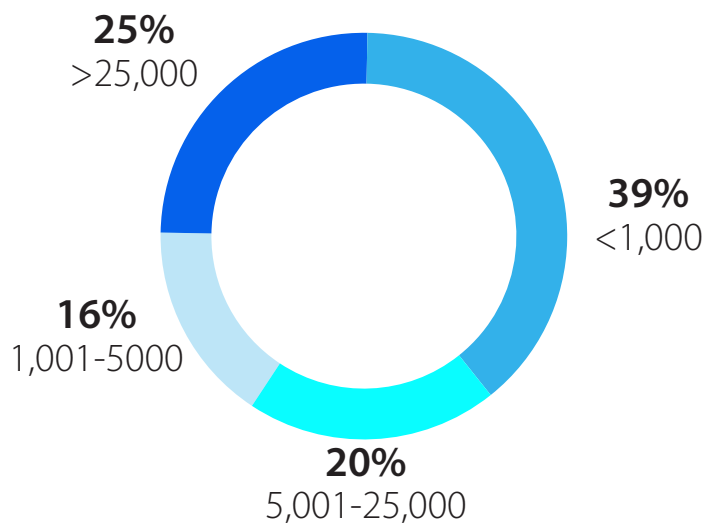
Summit Sponsors

IBM | ORACLE
ACTIAN | Progress
Red Hat | denodo
boomi | influxdata
appian | ScienceLogic
outsystems | H₂O.ai
software AG | Lightstep
CLOUDERA | TREND MICRO
JFrog | okta
TIBCO | Reltio
TEMENOS Quantum | cdata

Demographics

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

GEO Regions
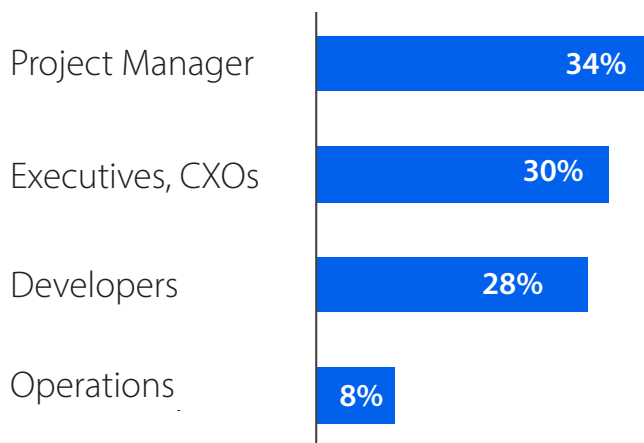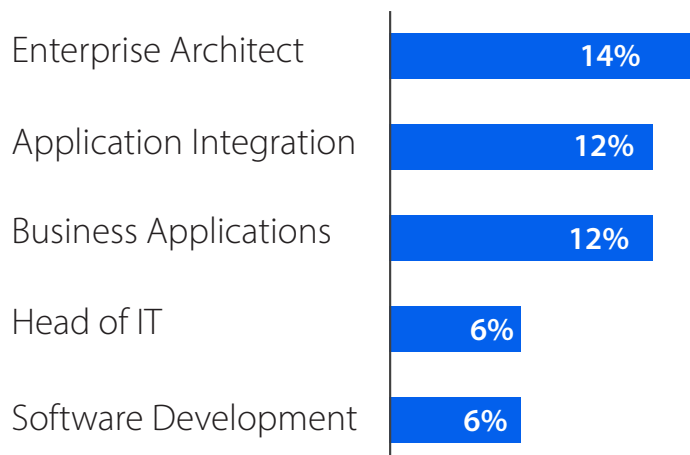
75%
US

11%
India

14%
ROW

Company Size - Employees

25%
>25,000

39%
<1,000

16%
1,001-5000

20%
5,001-25,000

Top Job Levels

Project Manager	**34%**
Executives, CXOs	**30%**
Developers	**28%**
Operations	**8%**

Top Job Functions

Enterprise Architect	**14%**
Application Integration	**12%**
Business Applications	**12%**
Head of IT	**6%**
Software Development	**6%**

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.

- December 8, 2022
- April 20, 2023
- August 24, 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.

- October 20, 2022
- January 26, 2023
- June 8, 2023

Intelligent Data Summit

Transforming Data into Intelligence

Intelligent Data Summit highlights how to design and deliver a modern digital enterprise powered by analytics, data & AI/ML.

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

- March 23, 2023
- July 20, 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.

Virtual Summit Calendar

More than 130 events produced

Q4 2022

| October 20 | **Application Architecture** Summit | Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management |
| December 8 | **Enterprise Integration** Summit | API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security |

Q1 2023

January 26	**Application Architecture** Summit	Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management
February 23	**Cloud Architecture** Summit	Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps Hybrid/Multi-Cloud • MDM • Microservices • Governance & Security
March 23	**Intelligent Data** Summit	AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming

Q2 2023

| April 20 | **Enterprise Integration** Summit | API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security |
| June 8 | **Application Architecture** Summit | Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management |

Q3 2023

July 20	**Intelligent Data** Summit	AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming
August 24	**Enterprise Integration** Summit	API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security
September 21	**Cloud Architecture** Summit	Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps Hybrid/Multi-Cloud • MDM • Microservices • Governance & Security