# 2020 Calendar
## Online Conference Series

www.idevnews.com/events

## Integration
### d e v e l o p e r  n e w s

Integration Developer News (IDN), launched in 2002, is a leading electronic newsletter (circulation 81,000) for Enterprise IT and business stakeholders working to build, deliver and manage digital transformation. IDN is the leading producer of Multi-Vendor Online Conferences. 100 events in the past 9 years.

## Online Conference Programs

- Application Architecture Summit
- Cloud Architecture Summit
- Enterprise Integration Summit
- Intelligent Data Summit

## Fast Facts

### Overview
- Concept:     6-8 leading enterprise vendors present
- Audience:   Large companies - 70% > 1,000 employees
- GEOs:        70% United States
- Production:  Introduce IDN to your speaker & we take over

### Format
- Online:       Webinar Style - 30 minutes
- Recorded:   3 weeks in advance via telephone

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

### IDN Deliverables
- Includes:     Speaking Opp & Complete Registration list
- Leads:        700 guaranteed - 800-900 average

## Past Participants

IBM     ORACLE

ca technologies     Progress

redhat     talend

DELL Boomi     intel

MAPR     Symantec

Appian     Hewlett Packard Enterprise

software AG     splunk>

MICRO FOCUS     Information Builders

birst an Infor company     okta

CISCO     informatica

TIBCO     ATTUNITY A Division of Qlik

New Relic     kony Mobilize the Enterprise

SAP     OPENTEXT

Electric Cloud     Ping Identity

outsystems     snapLogic

## Multi-Vendor Online Conferences

### Enterprise Integration Summit

| **Broadcast Dates** | | MAR 26 • AUG 27 • DEC 10 | |
|---|---|---|---|
| **Recent Event Stats \*** | | **Demographics** | |
| Registrations | 1,175 | Project Manager | 31% |
| USA | 77% | C-Level, VP, Director | 34% |
| >1,000 employees | 74% | Developer | 24% |
| | | Operations | 9% |

### Cloud Architecture Summit

| **Broadcast Dates** | | JAN 23 • JUN 11 | |
|---|---|---|---|
| **Recent Event Stats \*** | | **Demographics** | |
| Registrations | 922 | Project Manager | 33% |
| USA | 74% | C-Level, VP, Director | 28% |
| > 1,000 employees | 70% | Developer | 26% |
| | | Operations | 9% |

### Intelligent Data Summit

| **Broadcast Dates** | | FEB 20 • JUL 23 | |
|---|---|---|---|
| **Recent Event Stats \*** | | **Demographics** | |
| Registrations | 1,062 | Project Manager | 36% |
| USA | 72% | C-Level, VP, Director | 32% |
| > 1,000 employees | 67% | Developer | 21% |
| | | Operations | 7% |

### Application Architecture Summit

| **Broadcast Dates** | | APR 23 • SEP 24 | |
|---|---|---|---|
| **Recent Event Stats \*** | | **Demographics** | |
| Registrations | 1,123 | Project Manager | 31% |
| USA | 71% | C-Level, VP, Director | 31% |
| > 1,000 employees | 69% | Developer | 27% |
| | | Operations | 7% |

\* Based on the last 2 events

# Event Demographics

## Averages Over Past 6 Shows

## GEO Regions

US
74%

RoW
17%

India
9%

Europe
0%

## Company Size - Employees

1,000 to 4,999
18%

>5,000
50%

<1,000
31%

## Job Levels

| | |
|---|---|
| Project Manager | 34% |
| Executives, CXOs | 30% |
| Developers | 25% |
| Operations | 8% |

## Job Functions

| | |
|---|---|
| Enterprise Architect | 14% |
| Application Integration | 12% |
| Business Applications | 12% |
| Head of IT | 6% |
| Software Development | 6% |
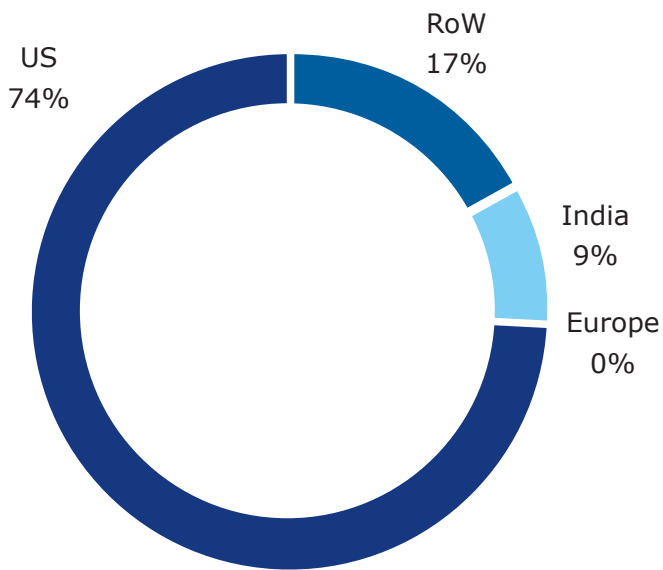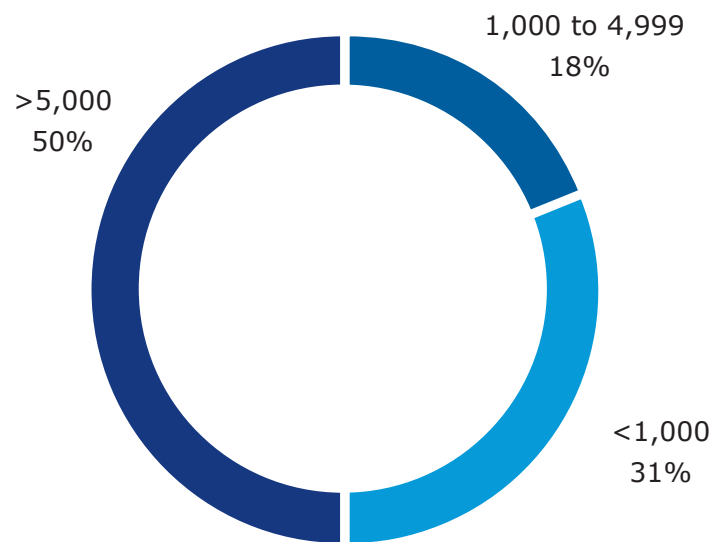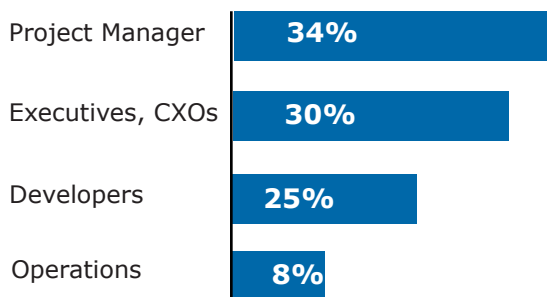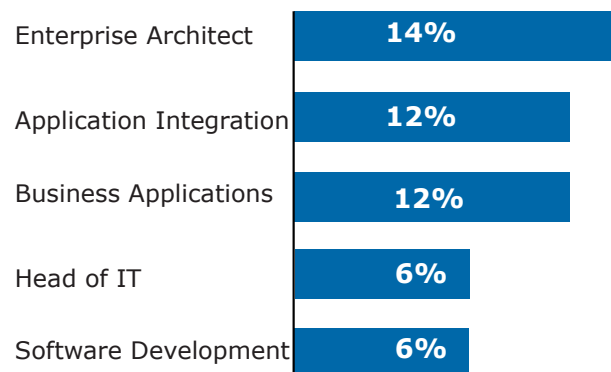
## Multi-Vendor Online Conferences

### Q1 2020

**January 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

**February 20**

**Intelligent Data Summit**
AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming

**March 26**

**Enterprise Integration  Summit**
API Management • Agile Integration • Data Virtualization • EDI/B2B  • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security

### Q2 2020

**April 23**

**Application Architecture Summit**
Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management

**June 11**

**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

### Q3 2020

**July 23**

**Intelligent Data Summit**
AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming

**August 27**

**Enterprise Integration Summit**
API Management • Agile Integration • Data Virtualization • EDI/B2B  • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security

**September 24**

**Application Architecture Summit**
Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management

### Q4 2020

**October 22**

**To Be Determined**

**December 10**

**Enterprise Integration Summit**
API Management • Agile Integration • Data Virtualization • EDI/B2B  • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security