

Integration Developer News
Media Kit – 2020/2021

Virtual Summits

For Demand Generation



Executive Overview

Integration Developer News produces Multi-Vendor Virtual Summits for Demand Generation. IDN has registered more than 112,000 qualified enterprise IT decision makers. 115 summits produced - one per month over the past 10 years.

Virtual Summits

Application Architecture Summit

April 22 | September 23

Cloud Architecture Summit

October 22 | January 21 | June 10

Enterprise Integration Summit

December 10 | March 25 | August 26

Intelligent Data Summit

February 18 | July 22

Fast Facts

Overview

- Concept: 6-10 leading enterprise vendors present
- Speaker Opp: Webinar Style Presentation - 30 minutes
- Audience: 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



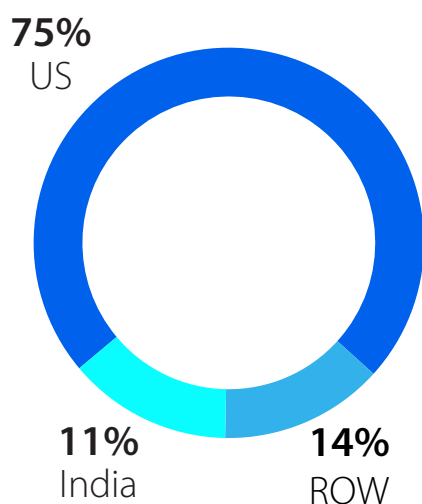
ORACLE



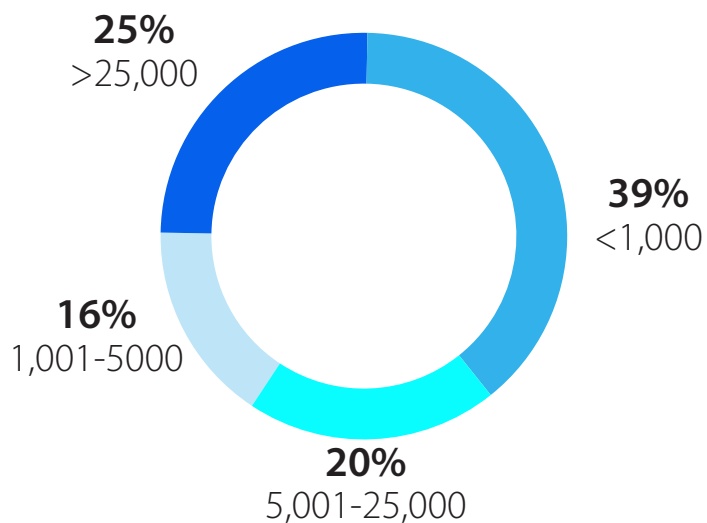
Demographics

115 virtual summits produced - more than 112,000 qualified enterprise IT decision makers
700 guaranteed - 800-900 average

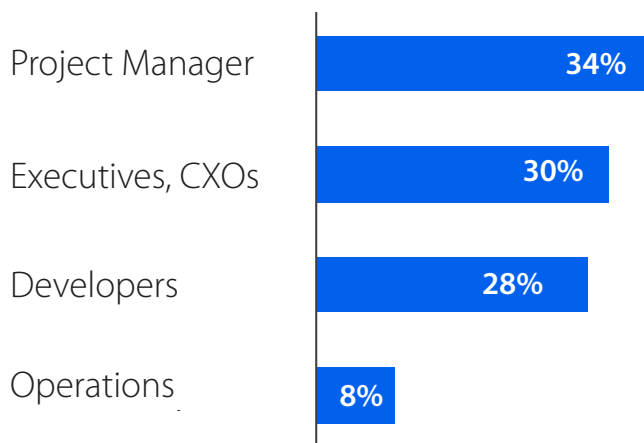
GEO Regions



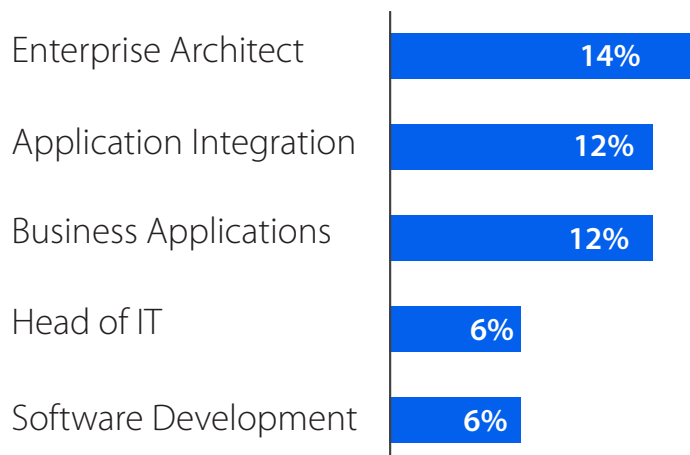
Company Size - Employees



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.

- December 10, 2020
- March 25, 2021
- August 26, 2021

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.

- April 22, 2021
- September 23, 2021

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.

- October 22, 2020
- January 21, 2021
- June 10, 2021

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.

- February 18, 2021
- July 22, 2021

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

March 2020
Enterprise Integration Summit

Faster Insights from Fast Data *Actian's Real-Time Connected Data Warehouse*

Agenda

Companies are adopting tech for real-time use cases - analytics, customer experience

Review of Actian's Real-Time Connected Data Warehouse solution


DWaaS and integration speeds migration and data access for hybrid, cloud and multi-cloud.


Bio


Leads R&D for Actian's Hybrid Data Analytics Portfolio.

25 years expertise, a recognized authority in data technologies

Focuses on DWaaS, cloud-centric data warehouse as a service



Emma McGrattan
SVP Engineering




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AGENDA



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Faster Insights from Fast Data

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- [FREE TRIAL] [Try Avalanche Cloud Data Warehouse with \\$500 Credit](#)

PDF Downloads

- [SPEAKER SLIDES] [Faster Insights from Fast Data](#)
- [DATASHEET] [Actian Avalanche Cloud Data Warehouse](#)
- [TECH OVERVIEW] [Actian Avalanche - Hybrid Cloud Data Warehouse](#)
- [DATASHEET] [Actian Avalanche Connect - Pre-built Connectivity from 100s of Data Sources to Actian Avalanche](#)
- [DATASHEET] [Actian Avalanche Intelligent Federated Query](#)

Virtual Summit Calendar

More than 115 events produced

Q4 2020

Summit	Topics
October 22 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
December 10 Enterprise Integration Summit	API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security

Q1 2021

January 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
February 18 Intelligent Data Summit	AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming
March 25 Enterprise Integration Summit	API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security

Q2 2021

April 22 Application Architecture Summit	Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management
June 10 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 2021

July 22 Intelligent Data Summit	AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming
August 26 Enterprise Integration Summit	API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security
September 23 Application Architecture Summit	Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management

September 04, 2020