

Integration Developer News (IDN), launched in 2002, is a leading electronic newsletter (circulation 78,000) for Enterprise IT and business stakeholders working to build, deliver and manage digital transformation. IDN is the leading producer of Multi-Vendor Online Conferences. 90 events in the past 8 years.

Conference Programs

Digital Enterprise Transformation Series

- Enterprise Integration Summit
- CLOUD-CON: Integration & APIs

The Intelligent Enterprise Series

- Intelligent Data Summit
- Application Architecture Summit

The Connected Enterprise

- Mobile & IoT Summit

Fast Facts

Overview

- Concept: 4-6 leading enterprise vendors present
- Audience: Large companies - 65% > 1,000 employees
- GEOs: 67% North America
- Hassle Free: Introduce IDN to your speaker & we take over

Format

- Online: Webinar Style - 30 minutes
- Recorded: In advance via telephone

Metrics

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

IDN Deliverables

- Includes: Solo speaking opportunity
- Leads: Complete registration list
700 guaranteed - 1,000 average
- Video: Post show edited webinar - unlimited use

Past Sponsors



ORACLE



Multi-Vendor Online Conferences

Digital Enterprise Transformation Series

Enterprise Integration Summit

Broadcast Dates		January 25 • July 26	
Recent Event Stats *		Demographics	
Registrations	1,175	Project Manager	36%
USA	67%	C-Level, VP, Director	34%
>1,000 employees	66%	Developer	21%
		Operations	7%

CLOUD-CON: Integration & APIs

Broadcast Dates		April 26 • October 25	
Recent Event Stats *		Demographics	
Registrations	1,002	Project Manager	35%
USA	67%	C-Level, VP, Director	32%
> 1,000 employees	68%	Developer	23%
		Operations	8%

The Intelligent Enterprise Series

Intelligent Data Summit

Broadcast Dates		February 22 • August 23	
Recent Event Stats *		Demographics	
Registrations	1,062	Project Manager	34%
USA	69%	C-Level, VP, Director	31%
> 1,000 employees	66%	Developer	23%
		Operations	8%

Application Architecture Summit

Broadcast Dates		March 22 • September 20	
Recent Event Stats *		Demographics	
Registrations	1,123	Project Manager	35%
USA	64%	C-Level, VP, Director	31%
> 1,000 employees	69%	Developer	27%
		Operations	6%

The Connected Enterprise

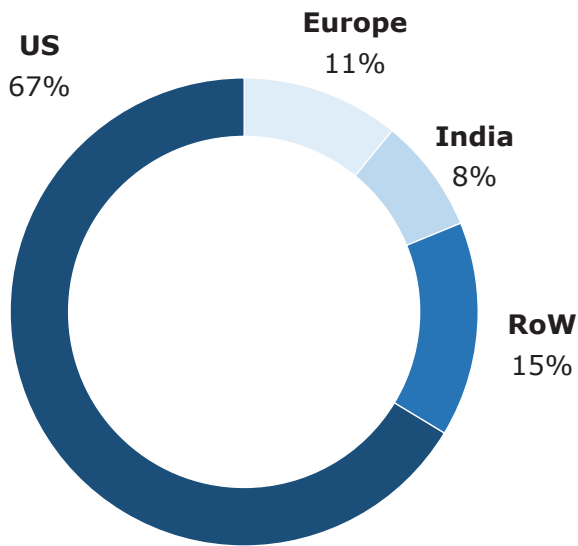
Mobile & IoT Summit

Broadcast Dates		May 24 • December 6	
Recent Event Stats *		Demographics	
Registrations	1,034	Project Manager	35%
USA	65%	C-Level, VP, Director	37%
>1,000 employees	62%	Developer	19%
		Operations	6%

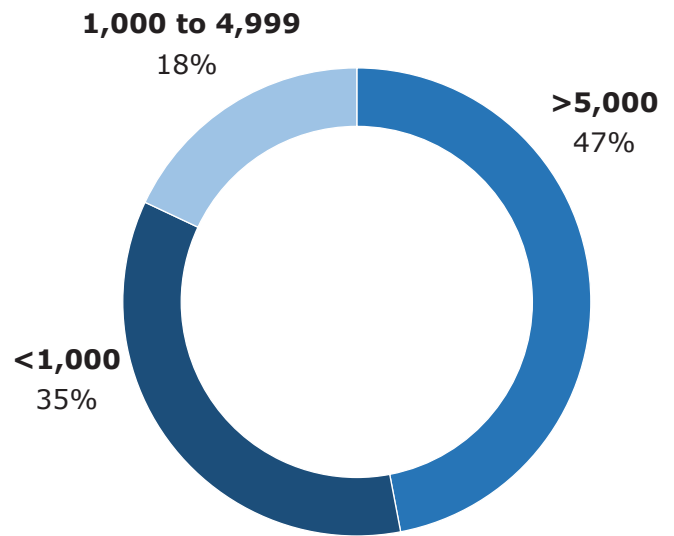
* Based on the last 2 events

Averages Over Past 6 Shows

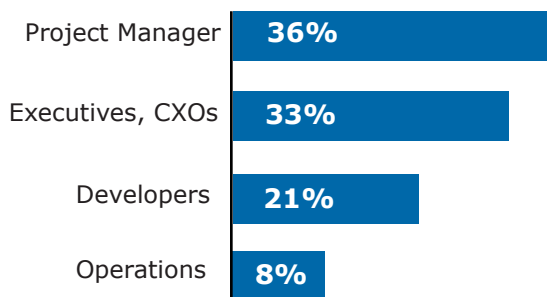
GEO Regions



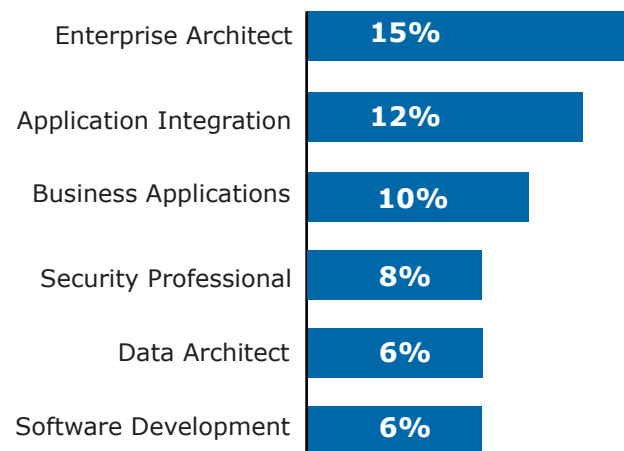
Company Size - Employees



Job Levels



Job Functions



Multi-Vendor Online Conferences

Q1 2018

Enterprise Integration Summit **January 25**

APIs • Apps • Data Integration • Hybrid / Multi-Cloud • Data Virtualization • Security

Intelligent Data Summit **February 22**

AI • Analytics • BI • Data Lakes • Hadoop • IoT • MDM • Real-Time • Self-Service • Security

Application Architecture Summit **March 22**

Low Code • Cloud-Native • DevOps • CI/CD • Omni-Channel • Process Integration • Security

Q2 2018

CLOUD-CON: Integration & APIs **April 26**

API Management • Cloud-Native Apps • Data Prep / MDM • Hybrid Integration • iPaaS • Microservices • Security

Mobile + IoT Summit **May 24**

Low Code • Omni-Channel • IoT • Analytics • Streaming Data • Event-Driven • APIs • Cloud • EMM • Integration • Security • UX • In-Memory

Q3 2018

Enterprise Integration Summit **July 26**

APIs • Apps • Data Integration • Hybrid / Multi-Cloud • Data Virtualization • Security

Intelligent Data Summit **August 23**

AI • Analytics • BI • Data Lakes • Hadoop • IoT • MDM • Real-Time • Self-Service • Security

Application Architecture Summit **September 20**

Low Code • Cloud-Native • DevOps • CI/CD • Omni-Channel • Process Integration • Security

Q4 2018

CLOUD-CON: Integration & APIs **October 25**

API Management • Cloud-Native Apps • Data Prep / MDM • Hybrid Integration • iPaaS • Microservices • Security

Mobile + IoT Summit **December 6**

Low Code • Omni-Channel • IoT • Analytics • Streaming Data • Event-Driven • APIs • Cloud • EMM • Integration • Security • UX • In-Memory