

A COMPLETE DATA PICTURE OF THE DATA+ ATTENDEE

The Data+ conference provides a holistic view of all the technologies involved in a data strategy, and connects IT and Line of Business decision-makers to the solution providers, technical experts, and successful practitioners that can help them propel their business forward by taking full advantage of one of their greatest assets, their data.

THE DATA+ ATTENDEE: ACTIVE DECISION-MAKER

HEAVILY INVOLVED IN THE PURCHASE PROCESS

94%

OF ATTENDEES ARE INVOLVED IN THE PURCHASE OF IT PRODUCTS OR SERVICES

HEAVILY INVOLVED IN BIG DATA STRATEGY

83%

OF EXECUTIVE IT ARE INVOLVED IN THEIR ORGANIZATIONS BIG DATA INITIATIVE

HIGH LEVEL JOB TITLES

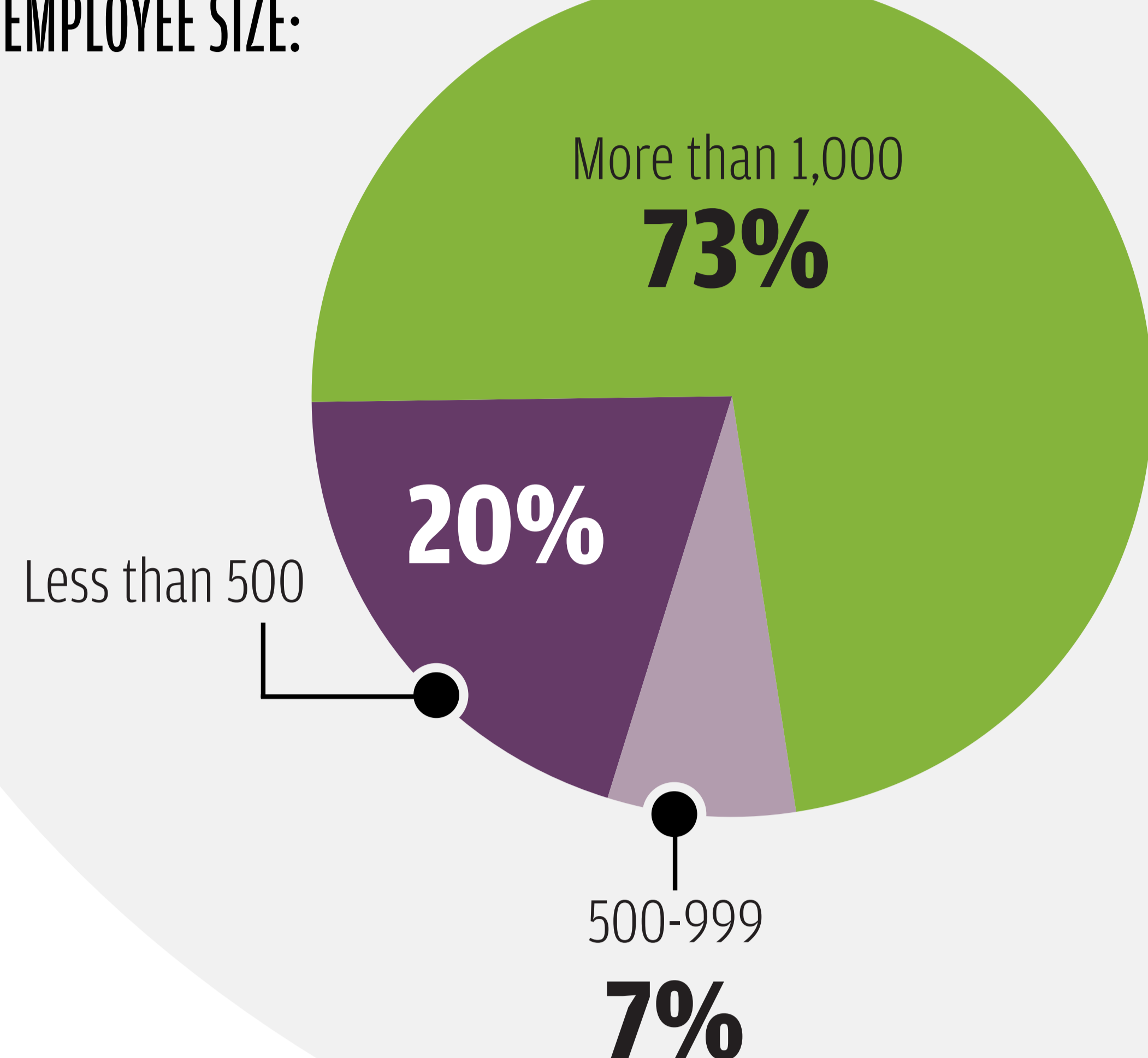
88%

IT, EXECUTIVE & LINE OF BUSINESS MANAGEMENT

WIDE RANGE OF INDUSTRIES REPRESENTED:

- 11% Finance/Banking/Accounting
- 9% Healthcare/Medical/Pharmaceutical/Bio-Tech
- 8% Government: State/Local
- 7% Education
- 6% Manufacturing & Process Industries
- 6% Retailer/Wholesaler/Distributor (Non-computer)
- 6% Transportation/Utilities (Energy, Water)
- 5% Manufacturing - Hardware/Software

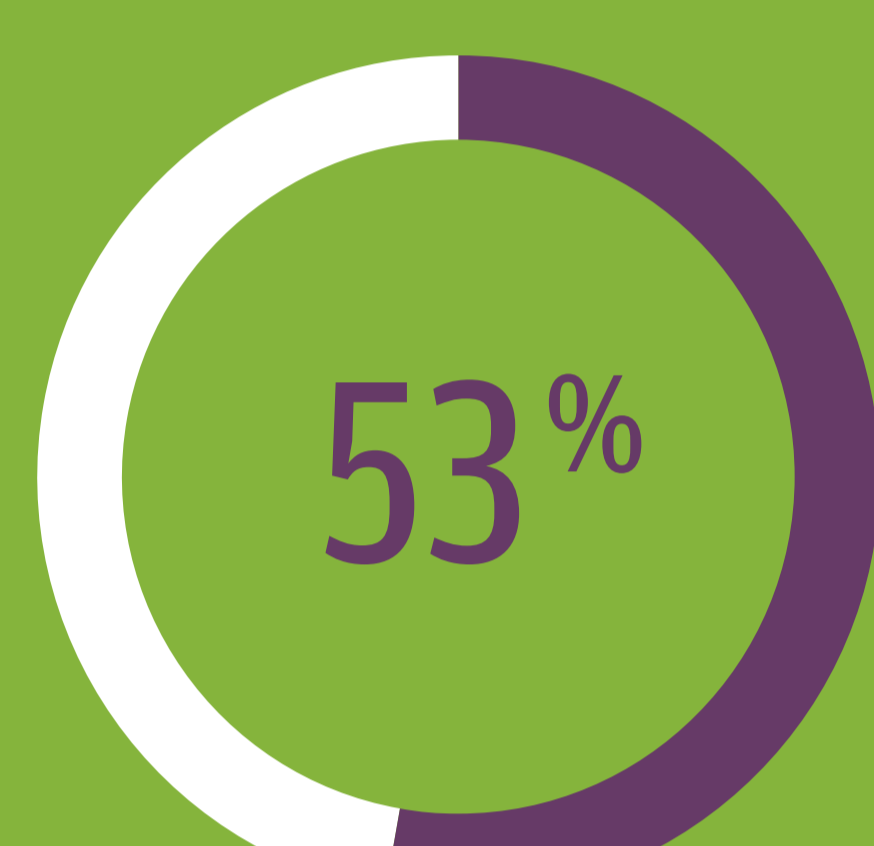
MAJORITY ENTERPRISE REPRESENTATION: EMPLOYEE SIZE:



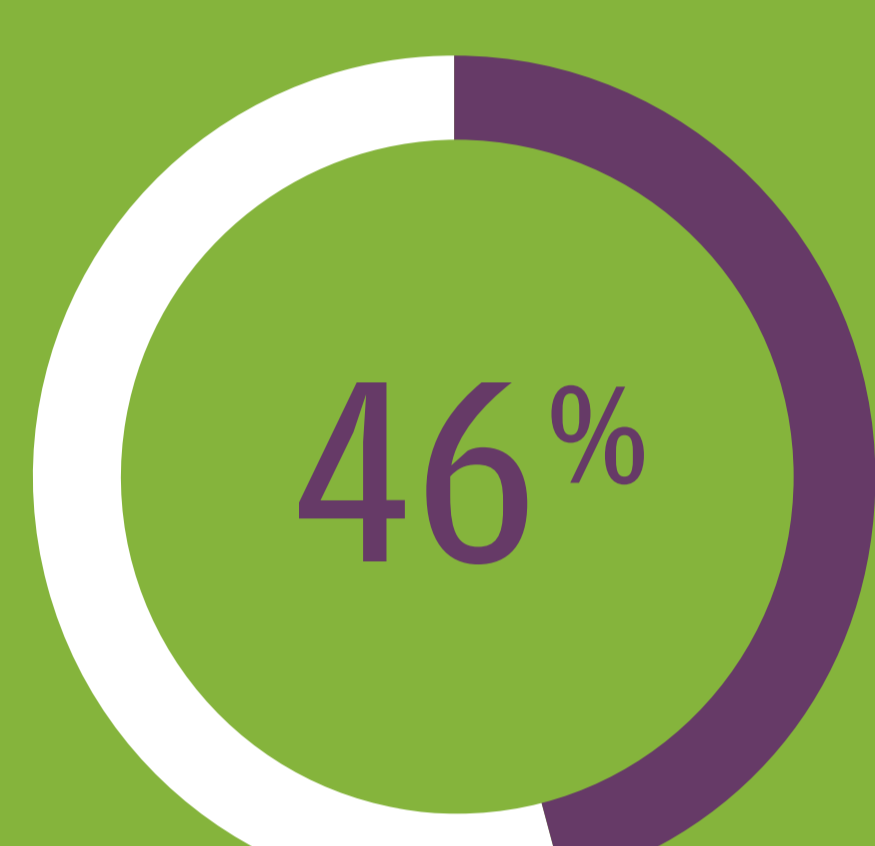
THE DATA-FOCUSED IT CHALLENGES: NEED SOLUTIONS



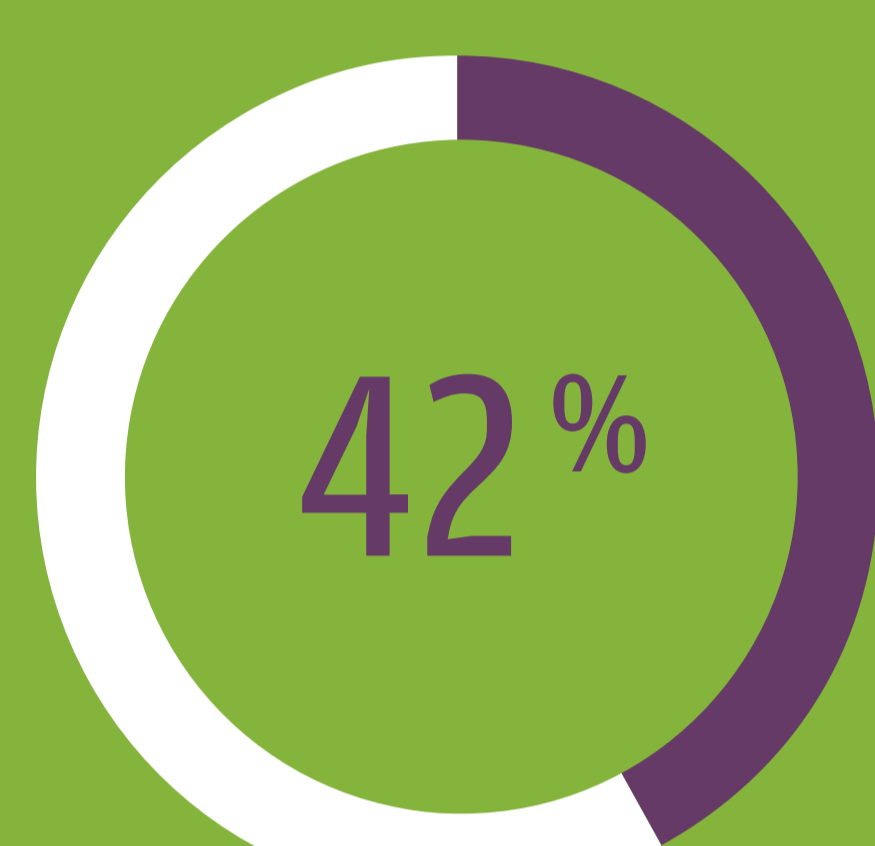
CURRENTLY MANAGING AN AVERAGE OF 291 TERABYTES OF DATA.



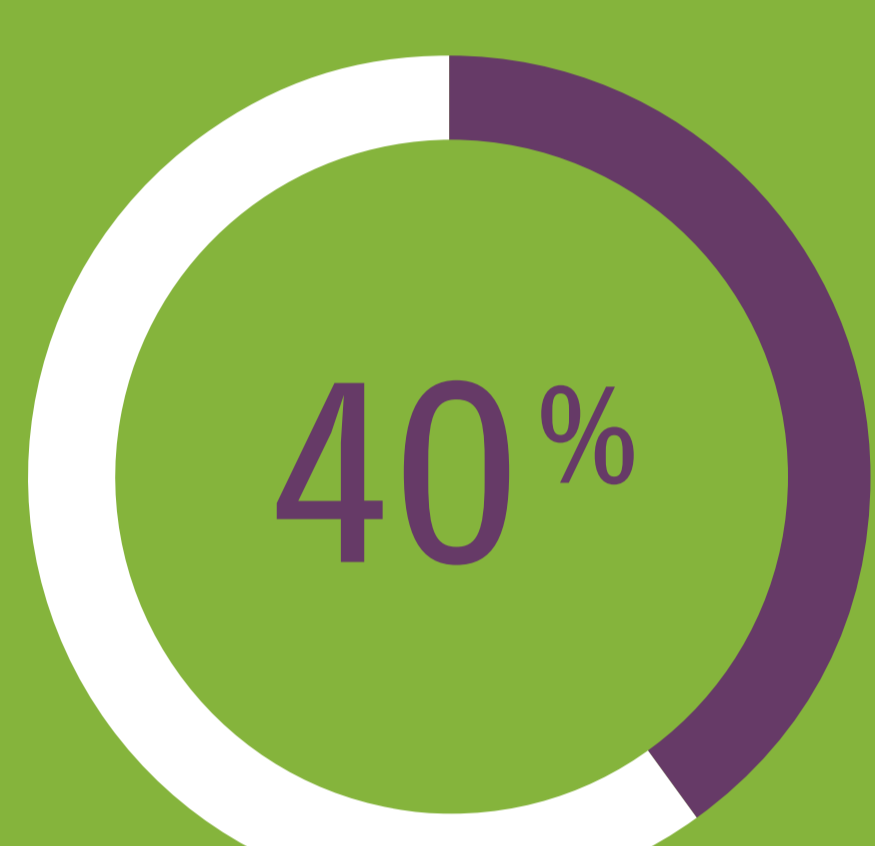
Report important business decisions have been delayed due to the data influx.



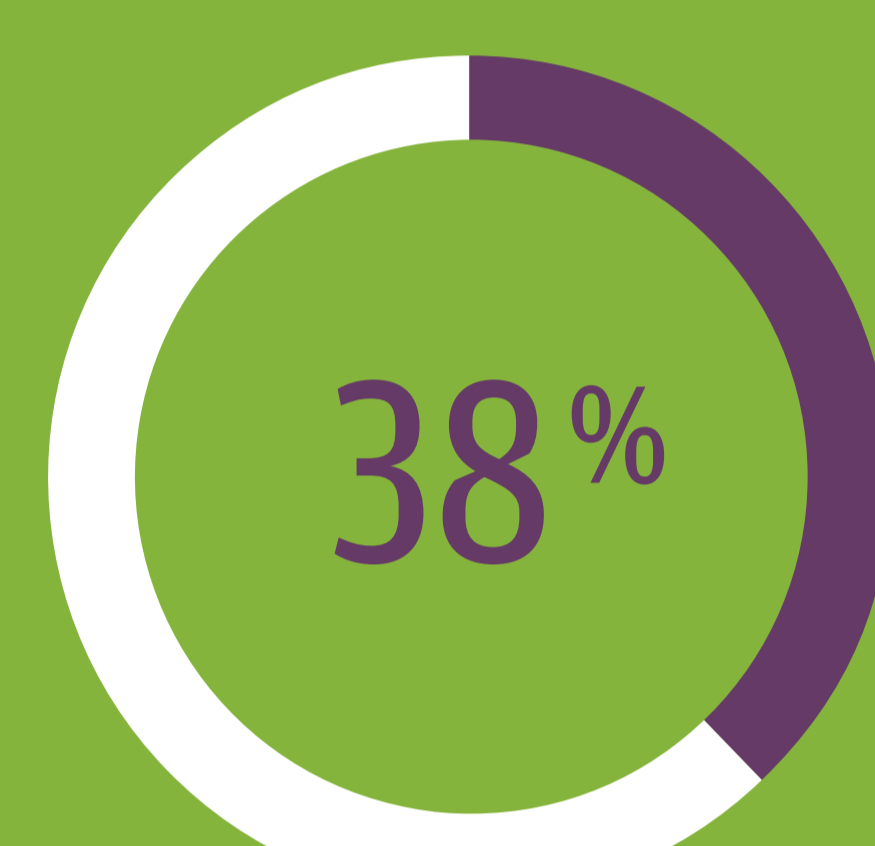
Feel frequently or occasionally overwhelmed by incoming data.



Report business has been occasionally or frequently lost due to inability to quickly find sought-after information.



Lack skilled workers capable of analyzing data.



Lack skilled workers capable of managing data.

REASONS FOR ATTENDING DATA+

Seeking answers to data questions from successful practitioners, technical experts and solutions providers.



Connecting with peers and IT vendors.

Looking for the newest technology solutions and strategies for leveraging data.



WHETHER YOU ARE LOOKING TO...



Meet a critical mass of IT executives responsible for budgets and objectives



Showcase your organization as a prominent voice in the community



Engage in mutual education with your customers and prospects



Accelerate your sales cycle

... DATA+ PROVIDES HIGH TOUCH EXPOSURE THAT INTRODUCES YOU DIRECTLY TO KEY DECISION-MAKERS THROUGHOUT THEIR CONFERENCE EXPERIENCE - NOT JUST DURING, BUT BEFORE AND AFTER.

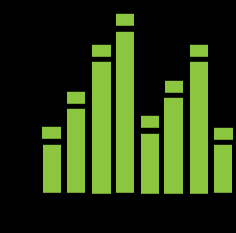
DATA+ CONFERENCE

SEPTEMBER 7-9, 2014 | DATAPLUSCONFERENCE.COM

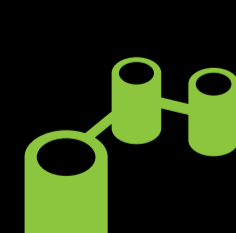
CONFERENCE THEMES & TOPICS



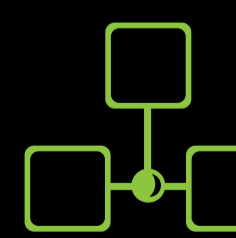
Advanced & Predictive Analytics - In the cloud, for mobile and on-premise.



Visual Analytics, Dashboards and Self-service tools.



Big Data Infrastructure and Storage - Cloud, Software-defined, SSD and more.



Networks that Scale for Volume and Velocity (Fabrics, 100G Ethernet).



Data Protection, Compliance and Privacy in an Era of Big Data.

UNIQUE SPONSOR OPPORTUNITIES

Along with keynotes, panels, and case studies, Data+ offers fresh, unique ways to craft the conversation:



RAPID-FIRE ROUNDTABLES

Series of quick roundtable discussions in a structured networking session. The session will begin with our host revealing a general question for each table to discuss. With the sponsor as moderator, table mates will introduce themselves, and comment on the question. After seven minutes, attendees will move to other tables and another question will be announced.



UNCONFERENCE SESSIONS

Dynamic, crowdsourced session where sponsors and attendees can propose a topic and format (Ex. Ask the Expert, Customer Discussion on How to Prove the ROI of a Project, Architectural Diagramming). Attendees vote and the most popular ideas win.



TOWN HALL

Closing town-hall style session bringing the entire conference together to discuss "All Things Data."

GAIN ACCESS TO AN AUDIENCE THAT IS NOT ONLY LOOKING FOR PERSPECTIVES FROM THEIR PEERS BUT FOR PARTNERSHIPS WITH LEADING IT VENDORS AT DATA+

NETWORKWORLD

Contact the Network World team today to learn more:

www.networkworldmediakit.com/contacts

Source: IDC Enterprise Big Data Study, 2014; Data+ Event Profile, 2013.