

# 2007 Media Planner

# Technology DataGroup

DM Review

BI Review

SQL Server Executive



# Technology DataGroup

## AUTHORITY

The premier brands in the industry

## INFLUENCE

A loyal and highly qualified readership  
that values and depends on our products

## ACCESS

Intergrated marketing solutions  
to reach your target audience

Welcome to the 2007 media kit/planner for Source Media's Technology Data Group. The Technology Data Group consists of: *DM Review*, *BI Review (Business Intelligence Review)*, and *SQL Server Executive* (a supplement to *DM Review*).

*DM Review* and *BI Review* have an unwavering focus on information & data management, business intelligence, and data warehousing, and how these key technologies are driving business decisions today.

Our publications and Web sites provide business and technology decision makers with a wealth of information for planning, buying, deploying and managing business intelligence IT systems. While *DM Review* is focused on technology management and deployment, *BI Review* focuses on business outcomes and corporate profiles. *SQL Server Executive* provides IT managers with the details for planning and implementing BI solutions on the Microsoft platform.

This media kit includes all of the necessary information you need to build a strong marketing program to influence and sell to senior business and IT executives in mid-to large size organizations including government and non-profits.

From print advertising programs to e-products banner ads, e-newsletter ads and e-mail campaigns, to custom publishing and live events, the Technology Data Group can provide you with the required marketing platforms to influence and close sales.

Your Technology Data Group representative is identified on the last page of this media kit – please contact him/her directly for a guided tour through our 2007 media planner.

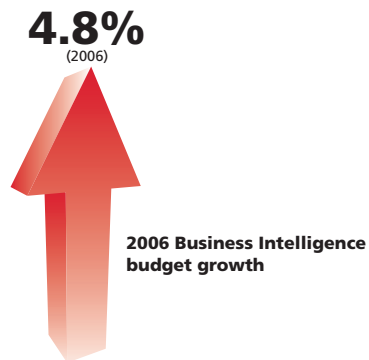
Brian Cronin  
Group Publisher

Business Intelligence and Information Management:  
Fastest Growing IT Segment

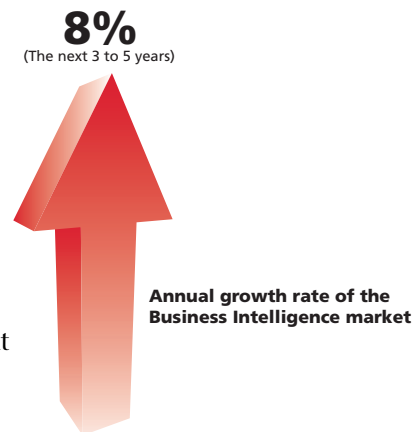
**“The BI market will reach \$13 billion and grow at a compounded annual growth rate of 8 percent over the next three to five years.”**

**“The Gartner Annual CIO Survey Found Business Intelligence the #1 investment priority.”**

**“Data volume is now doubling every 10 months.”**



Gartner, Inc's 2006 CIO survey ranked business intelligence as the top priority of those executives; the same group reported business intelligence budgets increased 4.8 percent in 2006.



The most recent survey from IDC predicts that the BI market, at approximately \$5 billion today, will reach \$13 billion and grow at a compounded annual growth rate of 8 percent over the next three to five years. This figure is well ahead of investment in other technology areas.

**“The use of timely and reliable data at all levels of the organization is now seen as a competitive weapon of differentiation.”**

A number of factors are driving this substantial growth in BI and information management investments:

- There is a spike in demand for reporting and analytic tools that can be accessed and used by operational, managerial and knowledge workers.
- The use of timely and reliable data at all levels of the organization is now seen as a competitive weapon.
- The need to manage product and customer data alongside traditional finance, sales and marketing information is leading up to a golden age of master data management.
- Compliance has been a major factor in the continued adoption of BI and data management technology in order for organizations to comply with new regulation around SOX, HIPAA and Basel II.
- Senior executives want to leverage these technologies and are taking a personal interest in the requirements and governance issues related to both deploying and managing these technologies.
- Traditional data strategies such as data warehousing continue to grow and spread alongside a newer focus on unstructured and semi-structured information that resides in documents, forms and non-print media.
- Unstructured data or information such as e-mail, messaging and Word documents, now makes up the bulk of information in enterprises today; the merging of structured and unstructured data in a contextual, process driven format is the essence of Information Management.
- Business process management is converging with business intelligence as enterprises aim to extend and connect not only silos of data, but silos of departments and workers into more continuous, end-to-end processes.
- Executives are leveraging BI scorecards / KPIs, dashboards, analytic applications and other tools to elevate operational data at the key business process choke points to gain visibility and manage performance.
- Acceptance of service-oriented architectures (SOA) by all or nearly all of the Fortune 1000 and beyond. SOA is a long-term philosophical approach to integration that will allow applications and databases easier access to one another.
- In many cases, BI leverages current information and data resources, existing IT investments and legacy information systems. It does not replace but instead enhances these investments, which is what IT and business demand.
- Data quality is a major issue in most organizations and is key in establishing a successful and compliant information management initiative.

### DM Review: Information is Your Business

*DM Review* delivers market-leading insight through interviews, tutorials and columns written by the best consultants, hands-on practitioners and technology solution leaders the industry has to offer. Editorial focus is on business intelligence, performance management, analytics, integration and enterprise data warehousing, as well as emerging areas that include business process management and technology architectures. Technologists as well as corporate decision-makers read *DM Review* for the information management insights they need to maintain competitive advantage, contain cost and drive growth. More than 15 years of thought leadership is contained in *DM Review* and more than 6,000 original articles are archived for use at DMReview.com.



### BI Review: Information at Work

*BI Review* focuses on the non-technical managerial and senior executive audience interested in the business outcomes associated with business intelligence, information management and related technologies. Editorial focus is on exclusive, real-life case studies from renowned corporations such as Citigroup, Chrysler, McKesson, Merrill Lynch and Wells Fargo. These stories are written by staff or by Fortune 1000 thought leaders themselves, and describe how goals of customer satisfaction, time to market, cost containment and productivity are achieved internally through enterprise strategies supported by technology. Industry experts also deliver regular features on executive strategy, performance and risk management and best practices for working with IT.



### SQL Server Executive

*SQL Server Executive*, published four times per year, is designed to supplement the coverage of *DM Review* by providing over 54,000 DMR readers with content specific to planning, implementing and managing BI solutions on the Microsoft SQL Server platform. Guest contributors include Microsoft MVPs, consultants and technology providers.





**"The results of our annual media survey, tracking what our customers most frequently read or view, placed *DM Review* as the #1 most-read publication in 2005. All of the usual leading IT publications were also named — but *DM Review* led the pack."**

MIKE O'SULLIVAN  
Media Relations Manager  
TERADATA



**"*BI Review* differentiates itself by representing the business user's perspective on business intelligence rather than focusing only on technology and tools. People are the essential ingredient for successful BI projects. *BI Review* is the one place where you can find these stories."**

JONATHAN ROTHMAN  
Director of Data Management  
EMERGENCY MEDICAL ASSOCIATES



**"*DM Review's SQL Server Executive* section does a great job of addressing an IT management audience on all of the key aspects behind *SQL Server* relative to Microsoft's end-to-end business intelligence solution and strong data warehousing capabilities. Very few publications address the needs of IT management in this space as *DM Review* is doing."**

BILL BAKER  
General Manager  
MICROSOFT CORPORATION

## EDITORIAL EXPERTISE

Every issue of *DM Review* and *BI Review* is as highly anticipated as it is well read. Our experienced editorial staff keeps both publications at the head of the business intelligence industry, covering all of the key areas and issues relative to the deployment, adoption and management of BI and information management systems.

## Editorial Team:



Jim Ericson is the Editorial Director of *DM Review* and Editor-in-Chief of *BI Review*. Ericson has held senior editorial positions at Line56 Media, MSNBC and was a senior news producer for NBC radio. Ericson has written extensively on a variety of technology topics and his stories have been widely reviewed and excerpted in corporate and consulting publications, and academic sites.



Mary Jo Nott is the Editor-in-Chief of *DM Review* and responsible for the content that appears in the magazine and its associated Web sites. Nott has been with *DM Review* since 1997.



Valerie Valentine is associate news editor of *DM Review*, where she is responsible for acquiring and editing articles from industry experts. Valentine has worked as a professional editor and writer for more than five years.

## EDITORIAL COVERAGE

As industry leaders internationally recognized for their experience and knowledge, *DM Review* columnists collectively provide the industry's most up-to-date insight on architectural, strategic and tactical business and technology issues in mission-critical fields. More than 30 writers address all of the major areas and issues around BI and information data management, including:

- Analytics
- Business intelligence and reporting
- Business process management
- Compliance/risk management
- Content management/enterprise search
- Customer data integration (CDI)
- Customer relationship management (CRM)
- Dashboards and data visualization
- Data governance
- Data integration/EII and ETL tools
- Database management (DBMS)
- Data mining
- Data modeling
- Enterprise architecture
- Enterprise data warehousing
- Knowledge management
- Master data management (MDM)
- Open source
- Performance management
- Portals/collaboration technology
- Predictive analytics
- RFID
- Service-oriented architecture (SOA)
- Strategy

**BUSINESS INTELLIGENCE**

**Sid Adelman** **Column: Selecting Technology and Services**  
 Sid Adelman is a principal in Sid Adelman & Associates, an organization specializing in planning and implementing data warehouses, and BI technology deployments.

**Jill Dyche** **Column: Problem Solved**  
 Jill Dyche is a partner and co-founder of Baseline Consulting, a leading consultant in the areas of CRM, data integration and business analytics.

**Jonathan G. Geiger** **Column: Intelligent Solutions**  
 Jonathan G. Geiger is executive vice president at Intelligent Solutions, Inc.

**Jane Griffin** **Column: Information Strategy**  
 Jane Griffin is a Deloitte Consulting LLP partner. Griffin has designed and built business intelligence solutions and data warehouses for clients in numerous industries.

**William McKnight** **Column: Building Business Intelligence**  
 William McKnight has directed the development of several of the largest and most successful business intelligence programs. He is senior vice president at Conversion Services International, Inc. (CSI).

**BUSINESS PROCESS MANAGEMENT**

**Lou Agosta** **Column: Data Strategy Advisor**  
 Lou Agosta, Ph.D., is a Business Intelligence Strategist with IBM WW Business Intelligence Solutions. He is a former industry analyst with Giga Information Group.

**George Veth** **Column: Strategy Execution**  
 George Veth is a co-founder and executive vice president of Palladium.

**CONTENT MANAGEMENT & ENTERPRISE SEARCH**

**Guy Creese** **Column: Emerging Technologies**  
 Guy Creese is an analyst with the Burton Group, covering content management and search.

**COMPLIANCE/DATA GOVERNANCE**

**William Laurent** **Column: Corporate Governance**  
 William Laurent is a renowned independent consultant in data and IT strategy. Laurent has a diverse systems background — most notably as President of National Information Management Inc.

**CUSTOMER DATA INTEGRATION (CDI)**

**Aaron Zornes** **Column: Customer Data Integration**  
 Aaron Zornes is founder and chief research officer for the CDI Institute. Prior to the CDI Institute, Zornes founded and ran META Group's largest research practice.

**CRM/DATABASE SYSTEMS AND MARKETING**

**Larry Goldman** **Column: Customer Intelligence**  
 Larry Goldman is president of AmberLeaf, a customer intelligence consultancy. He has more than 15 years of experience in database marketing, business intelligence and customer analytics.

**Steve Schultz** **Column: High Performance Marketing**  
 Steve Schultz is a leading customer relationship management (CRM) practitioner who combines an understanding of information technology with extensive business process design experience.

**Denis Pombriant** **Column: The Front Office**  
 Denis Pombriant is the founder and managing principal of the Beagle Research Group, a CRM market research firm and consultancy.

**David M. Raab** **Column: Marketing Systems**  
 David M. Raab is principal of ClientXClient, a consultancy that specializes in customer value management. Raab is the author of *The Guide to Database Marketing Systems*.

**DATA INTEGRATION**

**Rick Sherman** **Column: Data Integration Adviser**  
 Rick Sherman has more than 20 years of business intelligence and data warehousing experience. He is the founder of Athena IT Solutions, a Boston-based consulting firm.

**INTEGRATION CONSORTIUM MEMBERS**

**Thoughts from the Integration Consortium**  
 Integration Consortium  
 The Integration Consortium is a non-profit, leading industry body responsible for influencing the direction of the integration industry. Its members champion Integration Acumen by establishing standards, guidelines, best practices, research and the articulation of strategic and measurable business benefits.

**DATA MINING**

**Rich Cohen** **Column: BI Strategy**  
 Rich Cohen is a principal in Deloitte Consulting LLP's Information Dynamics practice.

**DATA MODELING**

**Author: Steve Hoberman** **Column: Design Challenges**  
 Steve Hoberman has been teaching data modeling for more than 15 years and has partnered with Fortune 500 companies, universities and government organizations from around the world to advance their data management programs.

**DATA QUALITY**

**Larry P. English** **Column: Plain English About**  
 Larry P. English is president and principal of INFORMATION IMPACT International, Inc., and the author of the widely acclaimed book, *Improving Data Warehouse and Business Information Quality*.

**DATA WAREHOUSING**

**John Ladley** **Column: Beyond the Data Warehouse**  
 John Ladley is director with Navigant Consulting.

**INFORMATION MANAGEMENT**

**Shari Rogalski** **Column: Dealing with Data**  
 Shari Rogalski is the global director of Accenture's Business Intelligence practice within Accenture Information Management Services. She has more than 15 years of experience in the business intelligence and data warehousing fields.

**METADATA/ENTERPRISE ARCHITECTURE**

**David Marco** **Column: Metadata Management**  
**Enterprise Architecture**  
 David Marco is an internationally recognized expert in the fields of enterprise architecture, data warehousing and business intelligence and is the world's foremost authority on metadata.

**R. Todd Stephens** **Column: Knowledge: The Essence of Metadata**  
 R. Todd Stephens, Ph.D is the director of Meta Data Services Group for the BellSouth Corporation, located in Atlanta, Georgia. He has more than 20 years of experience in IT.

**OPEN SOURCE**

**Steve Miller** **Column: Open BI**  
 Steve Miller is co-founder of Chicago-based business intelligence (BI) services firm Open BI, LLC that specializes in delivering analytic solutions with both open source and commercial technologies.

**PERFORMANCE MANAGEMENT**

**Craig Schiff** **Column: Maximize Business Performance**  
 Craig Schiff, a pioneer in business performance management, helped create and define the space known first as analytic applications, then business intelligence and now BPM.