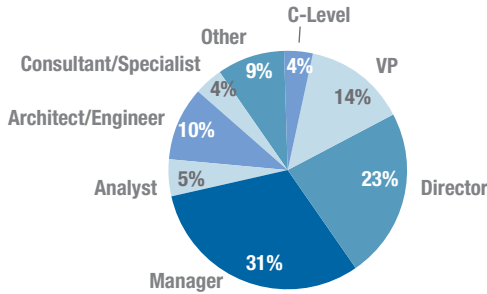


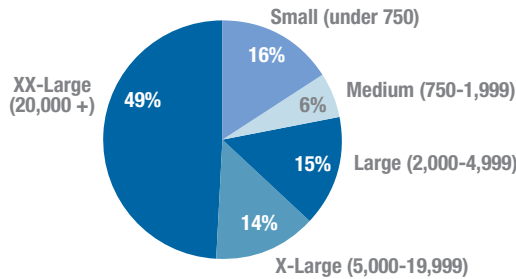
# Gartner Master Data Management Summit 2013

March 20 – 22, 2013 | Gaylord Texan | Grapevine, TX | [gartner.com/us/mdm](http://gartner.com/us/mdm)

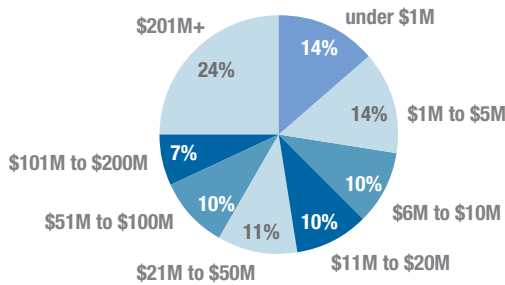
### Job Title



### Company Size - Commercial Sector

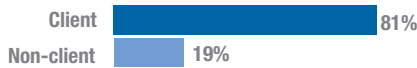


### IT Budget

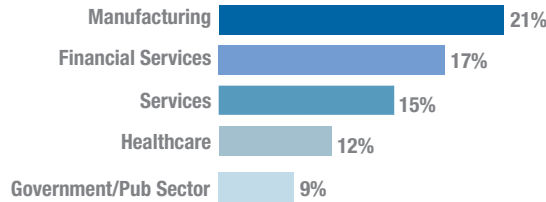


**72% have budgets of \$6M and higher**

### Client vs Non-client



### Attendees by Industry



### Top Sending Companies

- Abbott Laboratories
- Costco
- Ercot
- Rowan Companies
- Houghton Mifflin Harcourt
- UTI Worldwide

*\*based on 2012 registered attendees*

### Attendee survey highlights

- 92% have involvement with MDM budgets
- 91% attend 2 or fewer meetings with new technology providers in the office
- 79% plan to attend the solution showcase

*\* based 2012 pre-event attendee survey*



### Who will attend?

- IT Senior Executives (CIO, VP)
- IT Managers involved in Master Data Management
- MDM, CDI and PIM Project/Program Managers
- Business Executives seeking a single view of the customer, product, supplier and location
- Business Application Managers - CRM, SCM, ERP, PLM and Procurement
- Data Managers and Architects
- ERP, CRM and SCM Architects
- Data and Data Model Architects

## 2012 Sponsors

#### PREMIER

BackOffice Associates  
SAP

#### PLATINUM

EMC  
IBM  
Informatica  
Information Builders  
Oracle  
Orchestra Networks  
Stibo Systems  
TIBCO Software Inc.

#### SILVER

1SYNC  
Ataccama  
Black Watch Data  
D&B  
DataFlux  
Global IDs  
Heiler Software  
Hub Designs  
Pitney Bowes Business  
Insight

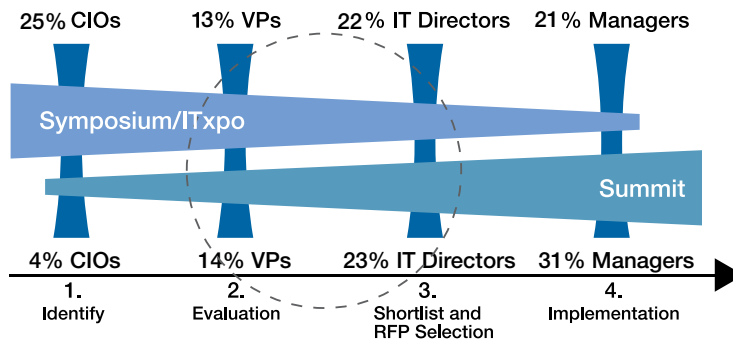
Profisee  
Riversand Technologies Inc.  
Software AG  
Talend  
Utopia, Inc.  
Wipro Technologies



## Collaborative Buying Process

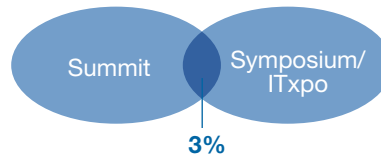
Gartner events attract powerful and complementary audiences. Symposium/ITxpo represents the industry's most senior executive decision-makers – they have budget authority and seek information on a range of technology solutions. The combination of a Summit, Symposium/ITxpo sponsorship offers unique access to greater levels of executives across all stages of the buying and implementation cycles resulting in a opportunity to influence the collaborative buying process.

\*Job title %'s and overlap based on cumulative 2011 Symposium/ITxpo and 2012 Gartner Master Data Management Summit



## Meet a Qualified Audience at both a Summit & Symposium/ITxpo Event

There is only a 3% overlap between Summit and Symposium/ITxpo attendees.



## 2013 Business Intelligence & Information Management Gartner Events Portfolio

### Americas

**Business Intelligence Summit**  
 March 18 – 20, Grapevine, TX

**Master Data Management Summit**  
 March 20 – 22, Grapevine, TX

### EMEA

**Business Intelligence Summit**  
 February 5 – 7, London

**Master Data Management Summit**  
 February 7 – 8, London

### Asia/Pacific

**Business Intelligence & Information Management Summit**  
 March 19 – 20, Sydney, Australia

### Symposium/ITxpo 2012

#### Business Intelligence, Data Management & Integration Marketplace

August 28 – 30, Cape Town, South Africa  
 October 3 – 5, Tokyo, Japan  
 October 10 – 12, Goa, India  
 October 21 – 25, Orlando, FL  
 October 29 – 31, Sao Paulo, Brazil  
 November 5 – 8, Barcelona, Spain  
 November 12 – 15, Gold Coast, Australia

## Top 10 CIO Business and Technology Priorities in 2012

Top 10 Business Priorities	Ranking	Top 10 Technology Priorities	Ranking
Increasing enterprise growth	1	Analytics and Business Intelligence	1
Attracting and retaining new customers	2	Mobile technologies	2
Reducing enterprise costs	3	Cloud computing	3
Creating new products or services (innovation)	4	Collaboration technologies	4
Delivering operational results	5	Virtualization	5
Improving efficiency	6	Legacy modernization	6
Improving profitability (margins)	7	IT management	7
Attracting and retaining the workforce	8	CRM	8
Improving marketing and sales effectiveness	9	ERP Applications	9
Expanding into new markets and geographies	10	Security	10

Source: Gartner EXP (January 2012)

The CIOs surveyed represent more than \$321 billion in corporate and public-sector IT spending, encompassing 2,335 enterprises across 37 industries and 45 countries.

### To become a sponsor and for more details, contact:

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 Ryan Crisco, Account Manager (Companies O-Z) • 203-316-3978 • ryan.crisco@gartner.com

