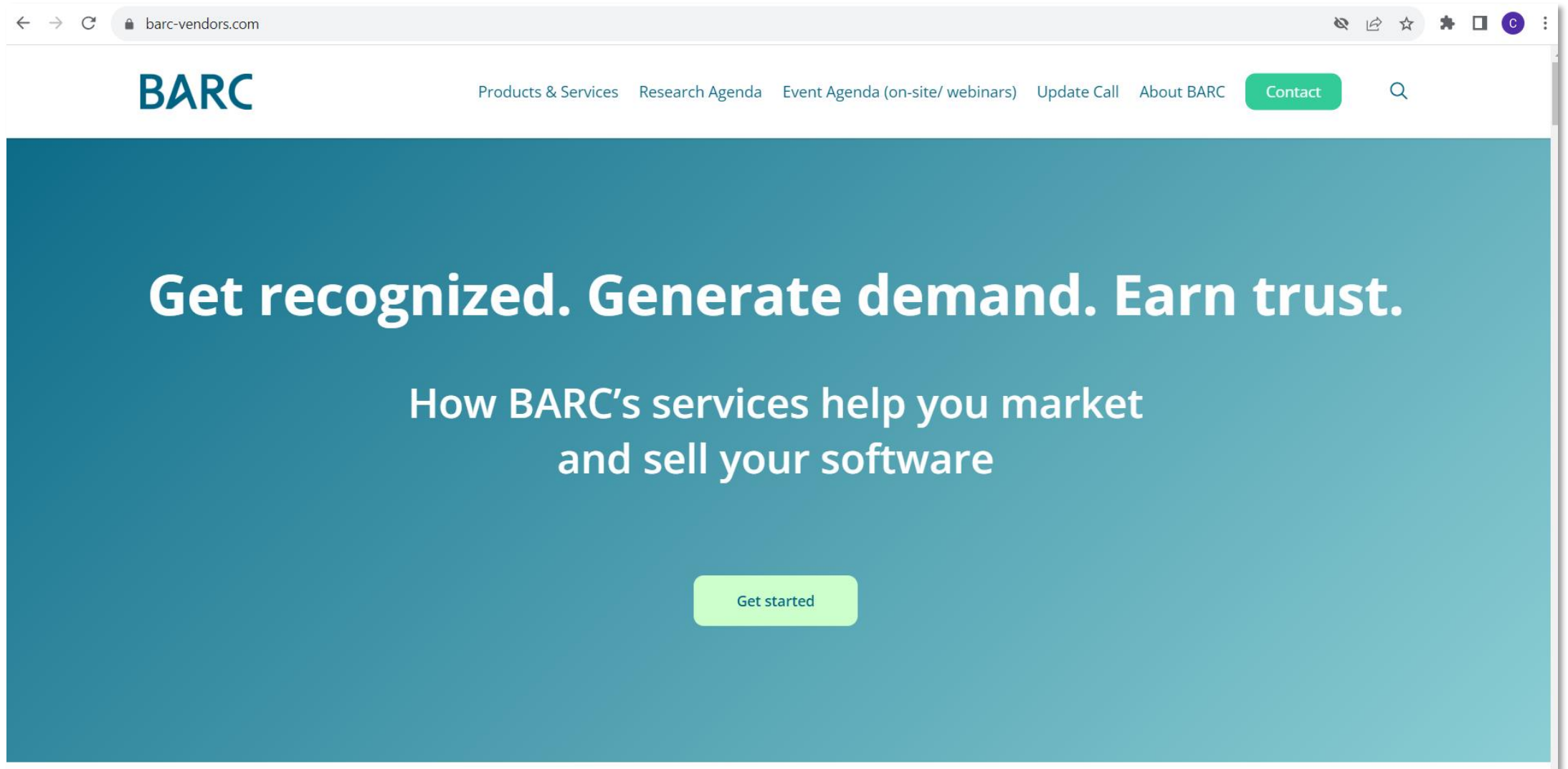


BARC services for software vendors & service providers in BI & AI

Dr. Carsten Bange, Founder and CEO of BARC

BARC Quarterly Update Call for AR & Marketing, February 2025

Please see www.barc-vendors.com for more details



BARC

How BARC products support your marketing



Which products best align with your goals

Influence buyers, Enable sales, Build trust

- BARC Scores
- Customer Feedback Surveys

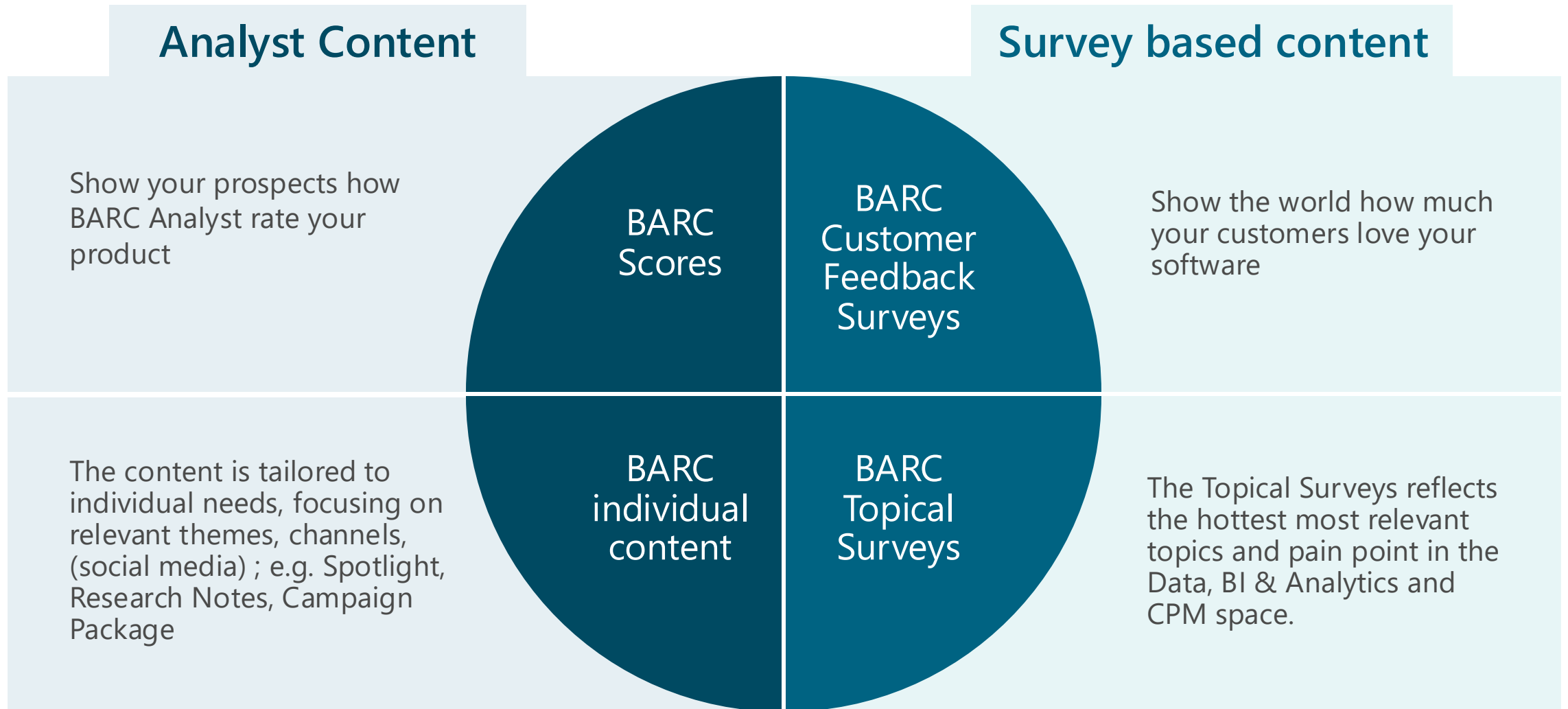
Get recognized and create awareness

- Visibility Boost
- Podcasts
- Topical Surveys

Drive demand and get leads

- Webinars & Launch Parties
- Events
- Individual Content

Our research products in comparsion



Highlights today

1. BARC Visibility Boost
2. BARC Research Agenda 2025
3. BARC Event Agenda 2025

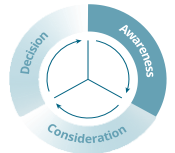
BARC

01

BARC Visibility Boost

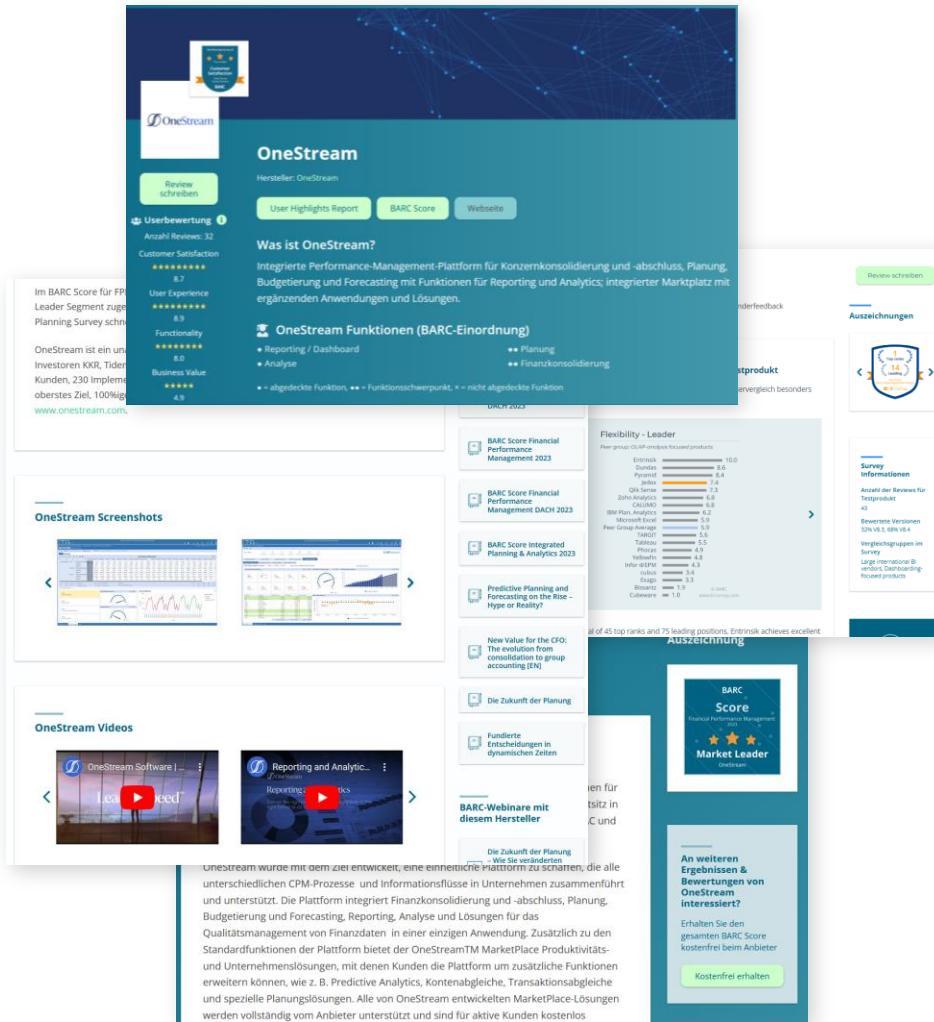
Start your journey with BARC

Gain visibility and get found by prospects with BARC Reviews

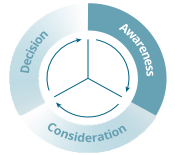


Your benefits:

- ✓ Boost **brand awareness** with extra visibility in BARC Reviews on barc.com
- ✓ Influence **potential buyers** to make the right decision with your messaging
- ✓ Earn trust by showing how you **outperform competitors**
- ✓ **Increase interest and demand** with linked BARC research and survey results
- ✓ **Supercharge your SEO** and get backlinks from BARC's well-established industry domain
- ✓ Increase the **attractiveness of your profile** with your linked BARC Awards, BARC Score and BARC Survey results.*



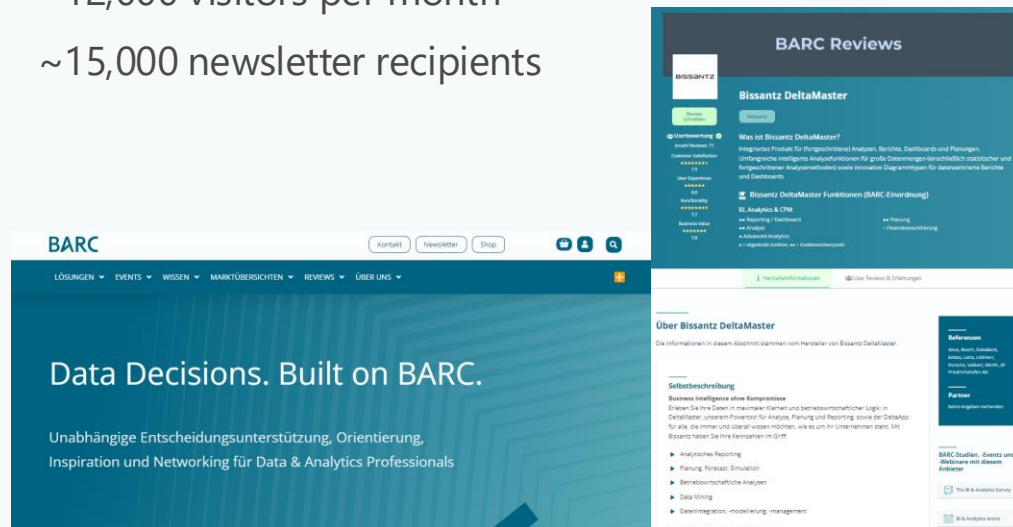
BARC Visibility Boost: package components



BARC Reviews on barc.com

Real user reviews and software information for informed decisions

- Online portal with user ratings
- Visibility and linking throughout the BARC website
- Year-round promotion as part of BARC's promotional activities
- ~12,000 visitors per month
- ~15,000 newsletter recipients



BARC Guide (print and online)

The guide to selecting the right software solution for user companies

- Print magazine and online guide (incl. PDF download)
- Two guides with a different focus: BARC Guide Data, BI & Analytics and BARC Guide Finance & Controlling
- Distribution to data, BI & analytics and CPM decision makers
- Print magazine distributed at BARC conferences with a circulation of ~10,000 copies
- Online PDF guide with ~5,000 downloads per year
- Interactive Solution Browser with ~30,000 views per year



02

BARC Research Agenda 2025



BARC Research Agenda 2025 on BI & AI

	Start field phase	Publication	Product Type
<u>BARC Score Enterprise BI & Analytics Platforms</u>	-	June	Score
<u>The BI & Analytics Survey 26</u>	March	October	Customer Feedback Survey
<u>Lessons from the Leading Edge - Successful Delivery of AI/GenAI</u>	Q2/Q3 2025	Q4 2025	Topical Survey
<u>Insight – Decision – Action: How GenAI and Agents can support Decisions and operationalize Actions</u>	Q2 2025	Q3 2025	Topical Survey
<u>Measuring the Value of Data Assets, Data Products and AI Solutions</u>	Q2 2025	Q2/Q3 2025	Topical Survey
<u>Make the most of your SAP data</u>	May	November	Topical Survey
<u>Data, BI & Analytics Trend Monitor 2026</u>	Q4 2024	Q4 2025	Trend Survey
<i>Individual Survey – choose your hot topic</i>	<i>Your choice</i>		<i>Analyst view or survey based</i>

Want to beat every content program in our industry?

BARC's custom content makes your content stand out by being more useful, relevant and original than the competition



BARC Research Notes



BARC Custom Topical Survey



BARC Campaign Packages



BARC Spotlight



BARC Speaker



BARC Data Culture Podcast
& Video Interviews



Individual requests

Audio & Video Content

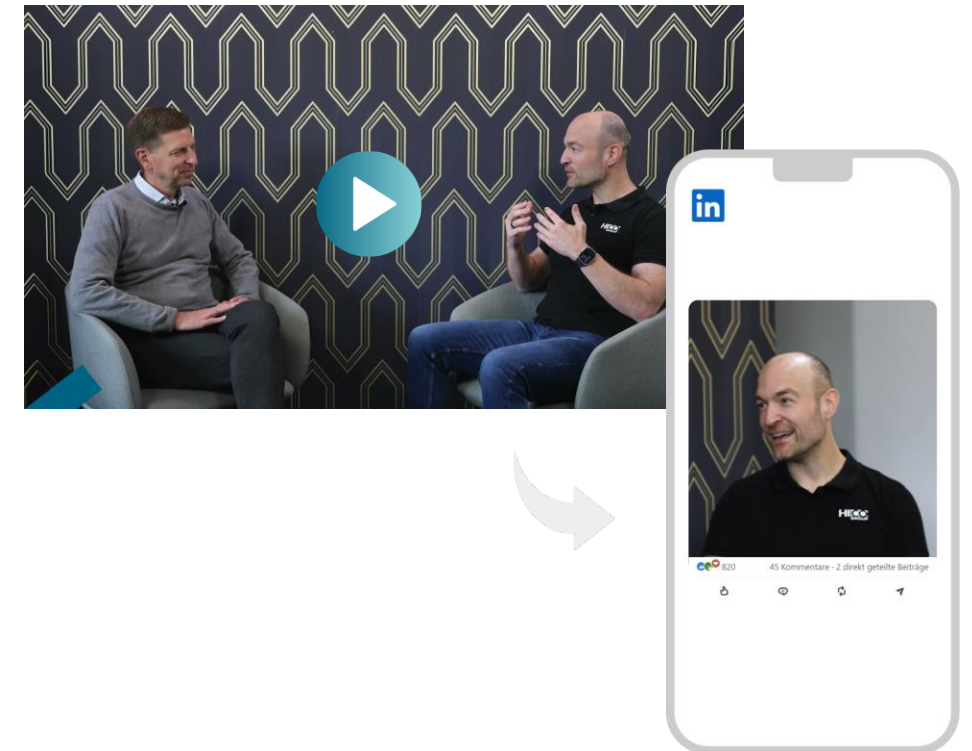
Be a guest on Carsten's Data Culture podcast and get 30 minutes of exclusive airspace



Facts and figures:

- Both English and German language episodes
- Main audience in DACH, but increasingly international
- >3000 listeners per month (+76% on Spotify)
- 400-1200 listeners per episode
- Listeners from +47 countries

Recording of a video or audio interview on a certain topic



BARC

03

BARC Events & Webinars 2025

BARC Event Agenda 2025 – Germany

Event	Date	Location
<u>DATA festival #Munich</u>	March 26-27	Munich
<u>Big Data & AI World</u>	June 4-5	Frankfurt am Main
BARC Data & AI Summit	November 12-13	Wuerzburg
<u>DATA festival #online</u>	Fall 2025	Online
<u>BI & Analytics Tagung</u>	November	Wien

Webinars on BI & Analytics 2025

Title	Date	Language
<u>GenAI umsetzen: Best Practices für Unternehmen</u>	May 22	German
<u>Data & Analytics mit SAP-Daten: Entfalten Sie das volle Potenzial</u>	July 1	German
<u>The Symbiosis of GenAI and Data Engineering</u>	July 10	English
<u>Good In, Great Out: Well-Governed Data for Exceptional AI</u>	October 28	English
Microsoft Fabric & Power BI – Wie geht es weiter?	November 18	German
Realisierung von GenAI-Projekten mit professioneller Unterstützung	December 2	German
<u>From GenAI to GenBI: Trends Gimmick or True Value Driver?</u>	Tba	English



Dr. Carsten Bange

Founder & CEO BARC

cbange@barc.com

BARC GmbH
Berliner Platz 7
97080 Würzburg
Germany

www.barc.com

BARC

Contact

For always up-to-date information on our research and events agenda go to:
www.barc-vendors.com



Angela Tischler

Account Executive

+43 660-3805322
atischler@barc.com



Christoph Wegert

Account Executive

+49 931-880651-0
cwegert@barc.com



Leia Ursel

Account Executive

+49 931 880651-17
lursel@barc.com



Vanessa Bächtle

Account Executive

+49 176 60323710
vbaechtle@barc.com



Andreas Dietz

Account Executive

+49 162 3168996
adietz@barc.com



Debra Peryea

Account Executive

+1 617 701 6275
dperyea@barc.com