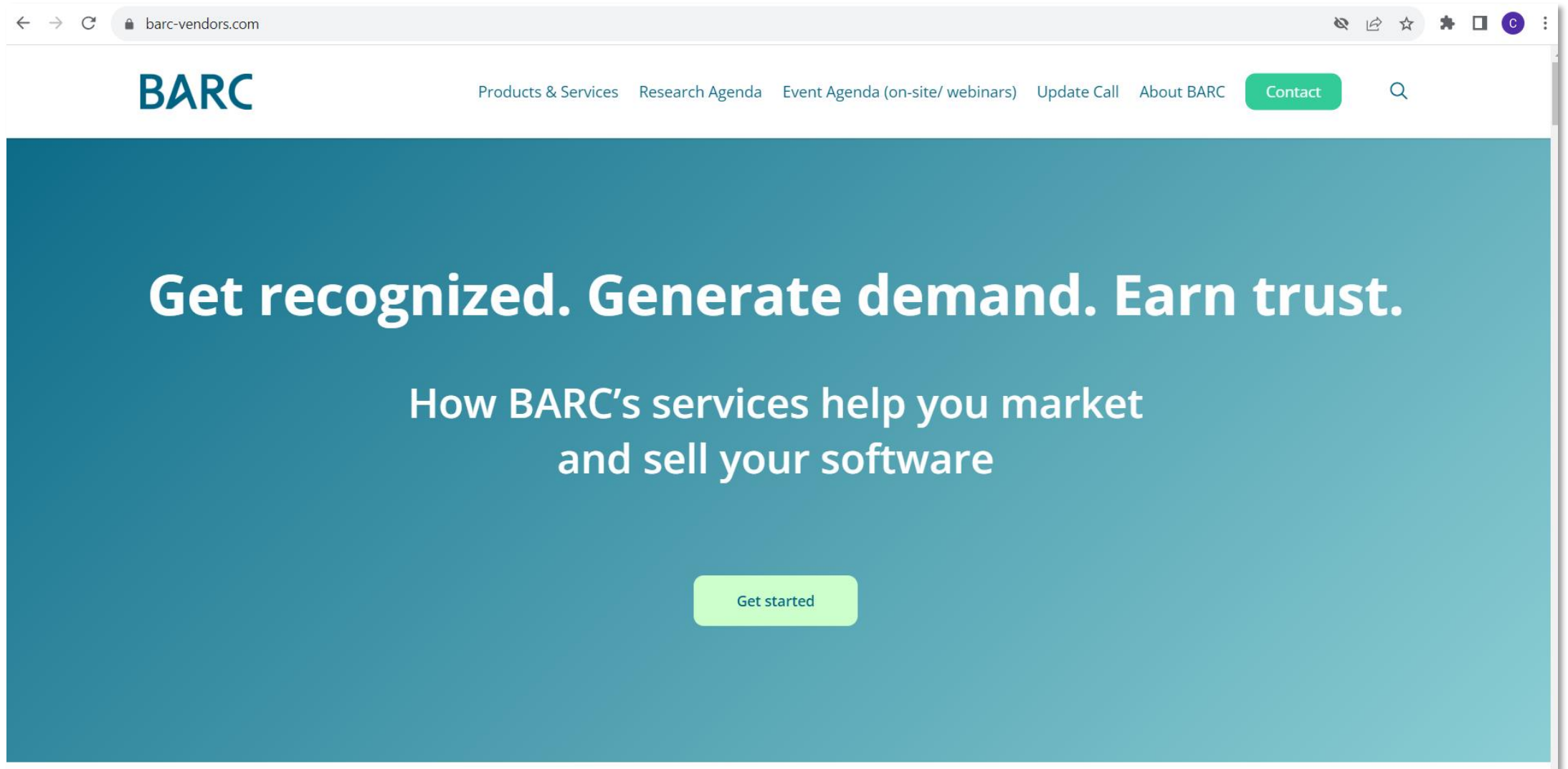


BARC services for software vendors & service providers in CPM & ESG

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

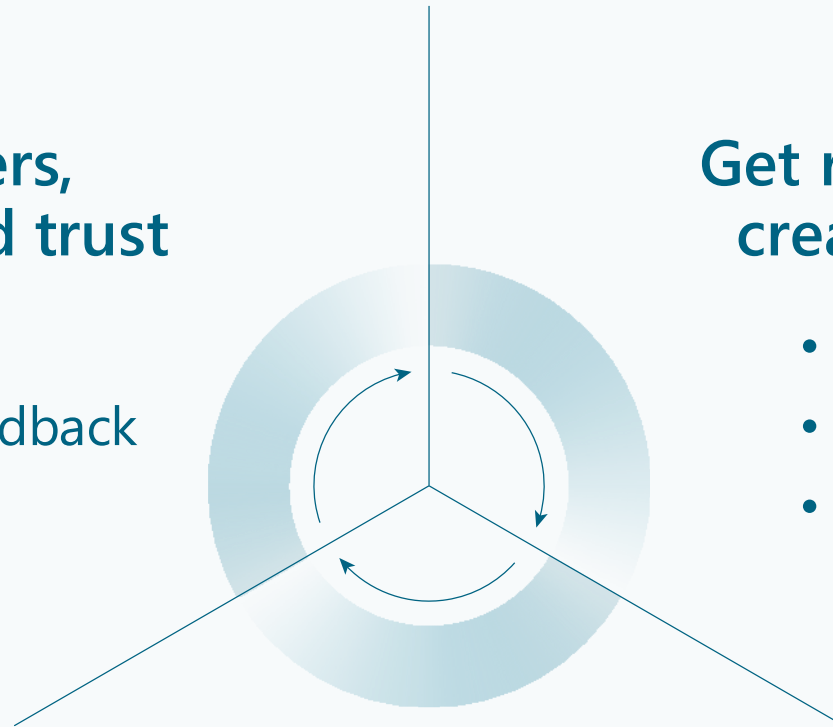
- BARC Scores
- Customer Feedback Surveys

Get recognized and create awareness

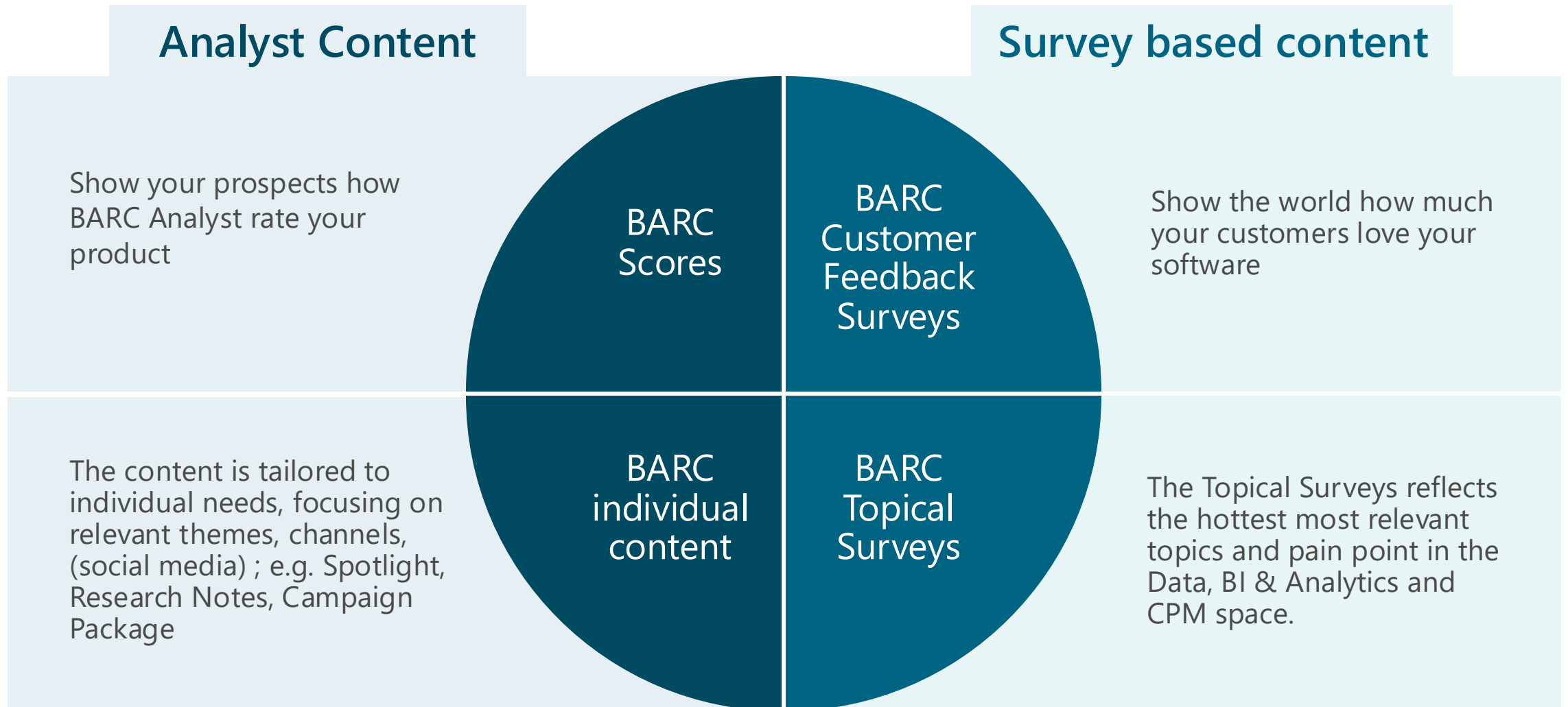
- Visibility Boost
- Podcasts
- Topical Surveys

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

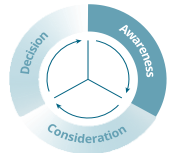
BARC

01

BARC Visibility Boost

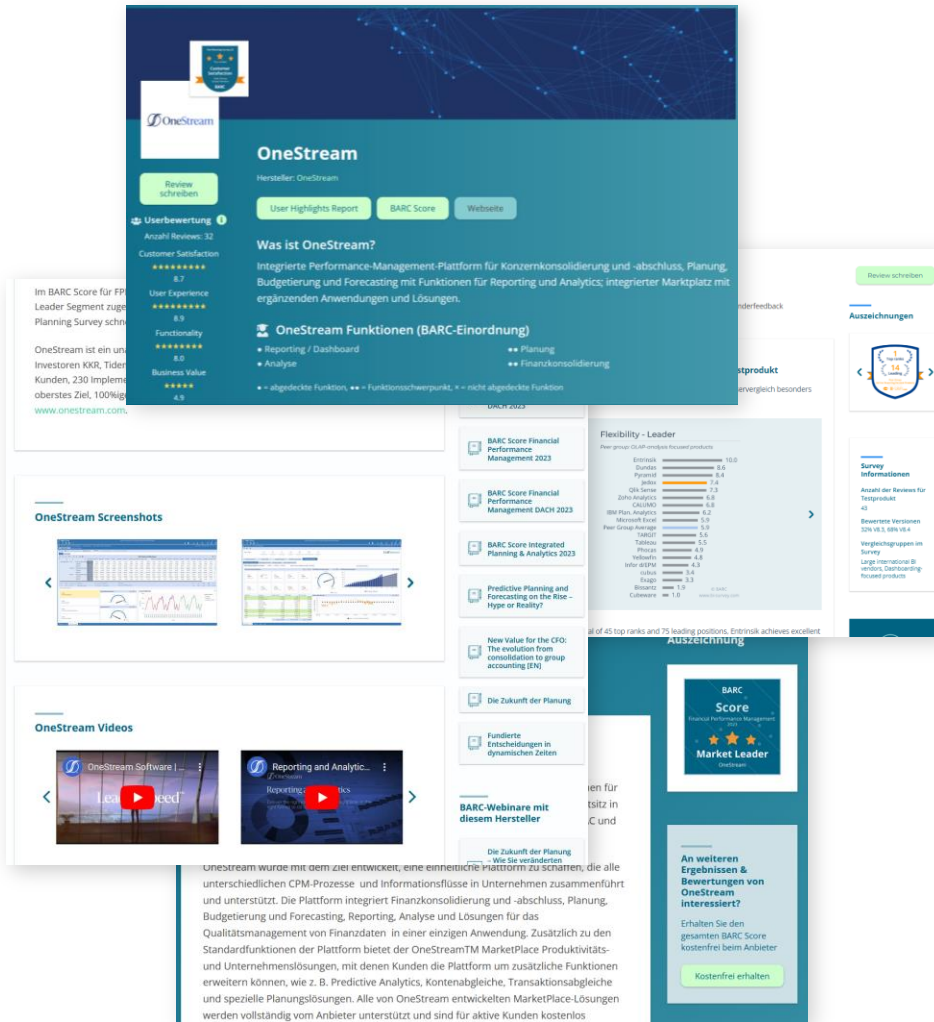
Start your journey with BARC

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

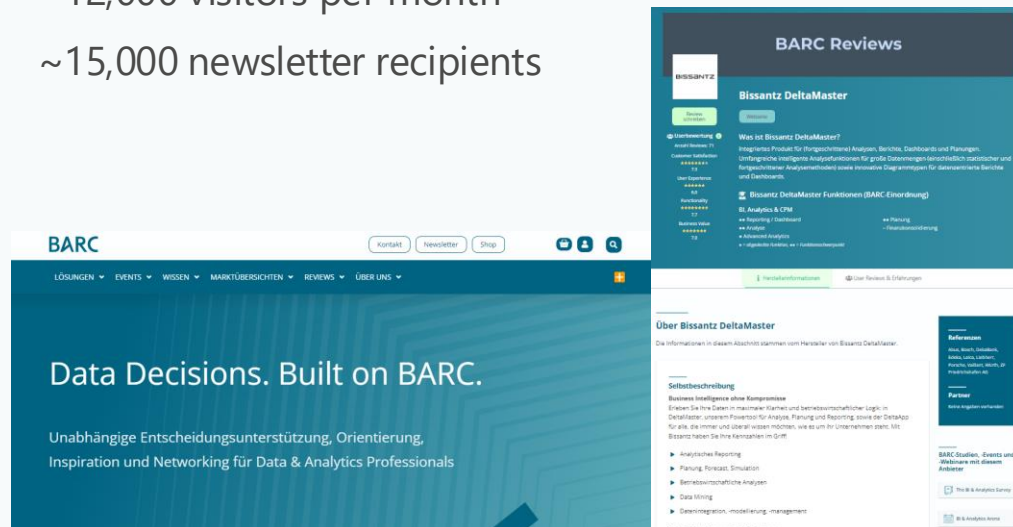
Real user reviews and software information for informed decisions



BARC Guide (print and online)

The guide to selecting the right software solution for user companies

- 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



- 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 2025 on CPM & ESG

	Start field phase	Publication	Product Type
<u>BARC Score: Financial Performance Management</u>	-	March	Score
<u>BARC Score: Integrated Planning & Analytics</u>	-	March	Score
<u>Financial Consolidation Survey</u>	Q3 2024	March	Customer Feedback Survey
<u>The Planning Survey</u>	Q4 2024	June	Customer Feedback Survey
<u>The State of ESG & Sustainability Reporting 2025</u>	Data Collection	May/June	Topical Survey
<u>Global CPM Priorities and Trends Research Report 2025</u>	November 2024	July	Trend Survey
<u>Measuring the Value of Data Assets, Data Products and AI Solutions</u>	Q2 2025	Q4 2025	Topical Survey
<u>Resilient Planning: Strategies, Challenges and Best Practices</u>	Q2 2025	October	Topical Survey
<u>Spotlight ESG</u>	-	TBD	Spotlight

BARC Spotlight / 4 part series on ESG Market Segments

- ESG Data Management
- ESG Performance Management
- ESG Specialized Solutions
- ESG Disclosure Management

Want to outshine every content program in the industry?

BARC's custom content helps you stand out with unmatched usefulness, relevance and originality.



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

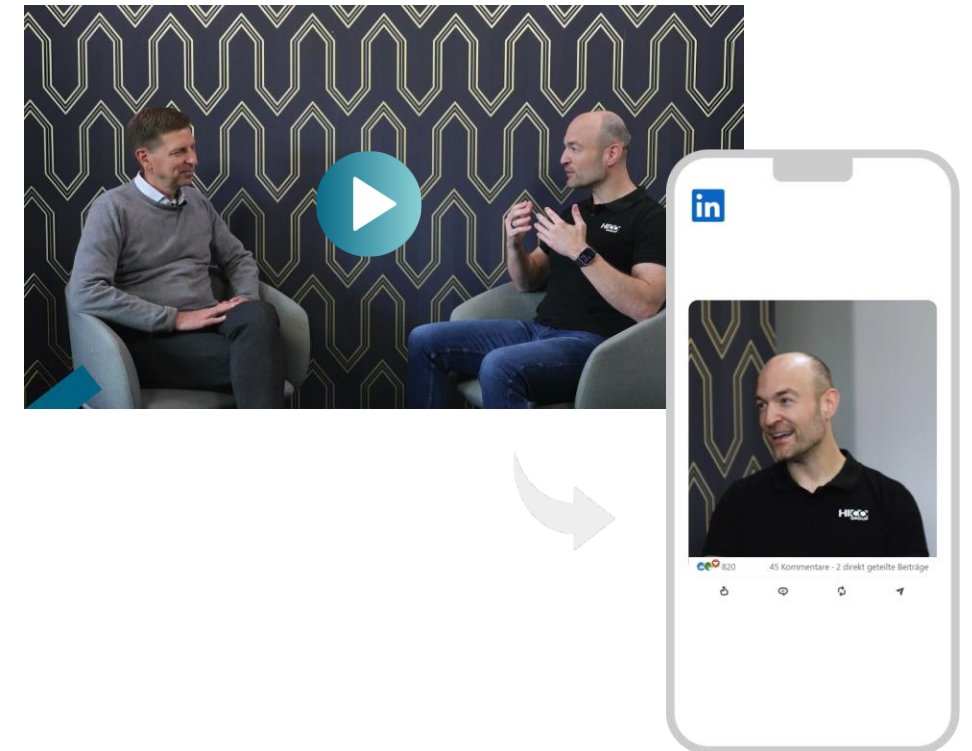
Be a guest on Carsten's Data Culture podcast and get 30 minutes of exclusive airtime



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

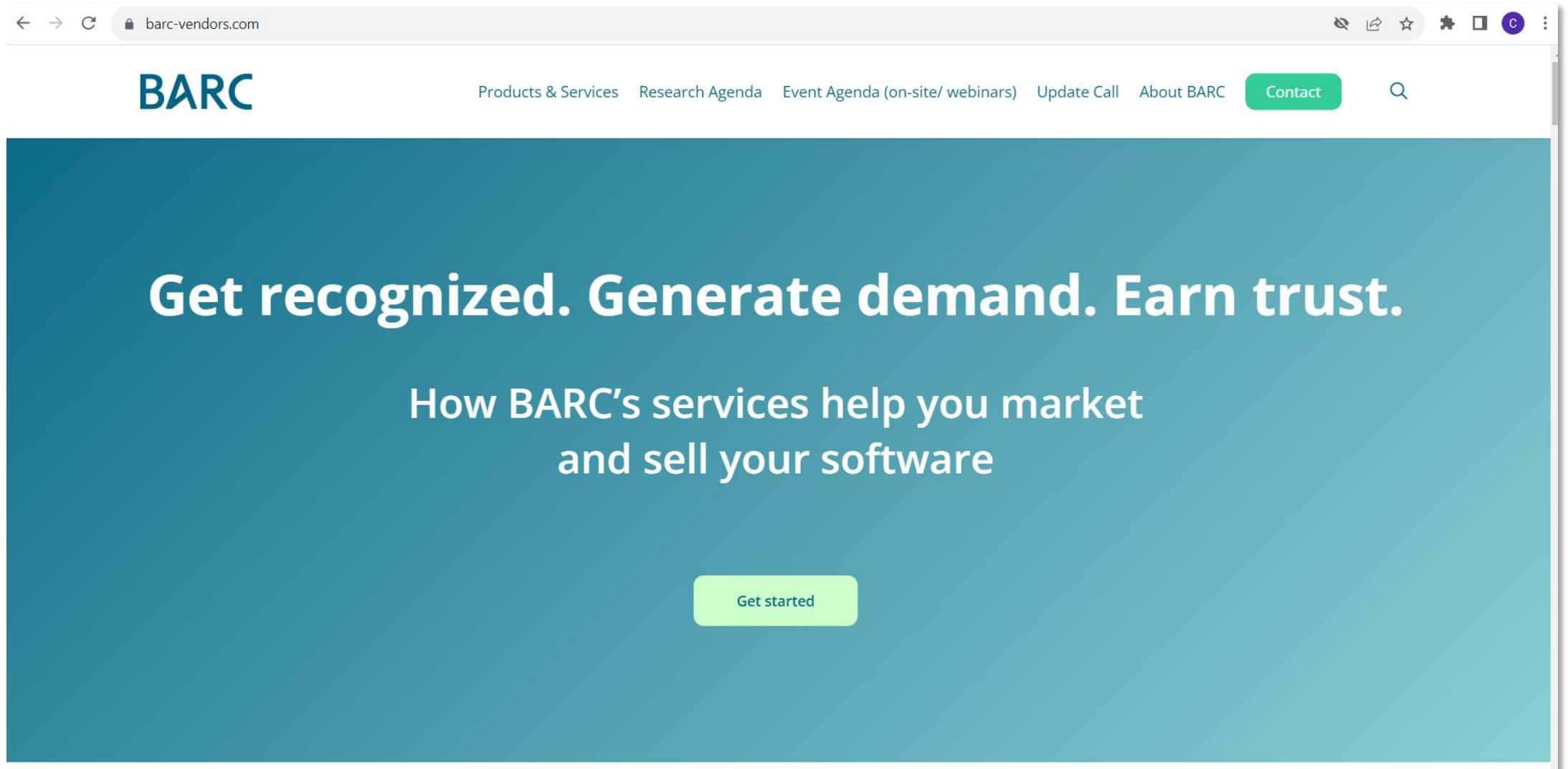
BARC Event Agenda 2025 – for CPM and ESG Specialists

	Date	Location
CPM & ESG Flagship Event		
BARC Finance & Controlling Summit	May 25	Frankfurt am Main
Multi-Topic D&A Events		
Big Data & AI World	June 4-5	Frankfurt am Main
BARC Data & AI Summit	November 12-13	Würzburg

Webinars on CPM & ESG 2025

Title	Date	Language
<u>ESG-Beratungspartner im direkten Vergleich</u>	March 11	German
<u>Erfolgreiches Sales Performance Management: Wie integrierte Planungslösungen die Vertriebssteuerung optimieren</u>	March 13	German
<u>Doppelte Materialität und ESG KPIs: Smartes KPI-Management</u>	April 3	German
Planning with Qlik	May 27	English
<u>CSRD-ready: ESG-Reporting effizient umsetzen</u>	June 24	German
<u>Strategische ESG-Planung als Erfolgsfaktor</u>	September 23	German
Planning with Power BI – Part II	October 2	English
<u>Beyond ESG: Lösungen für mehr als ESG-Reporting</u>	November 20	German

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





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www.barc-vendors.com



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