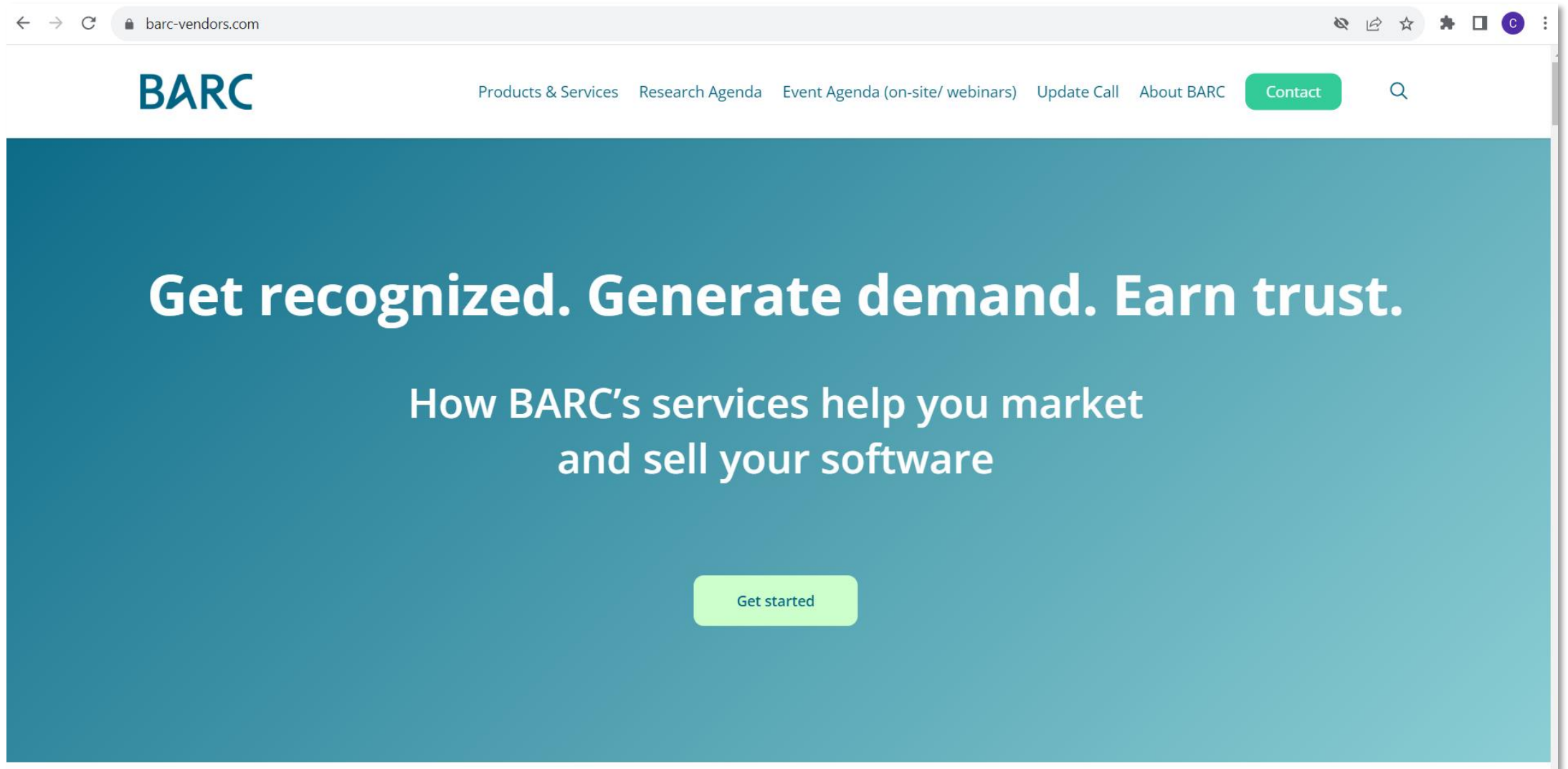


BARC services for software vendors & service providers in Data Management & AI

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

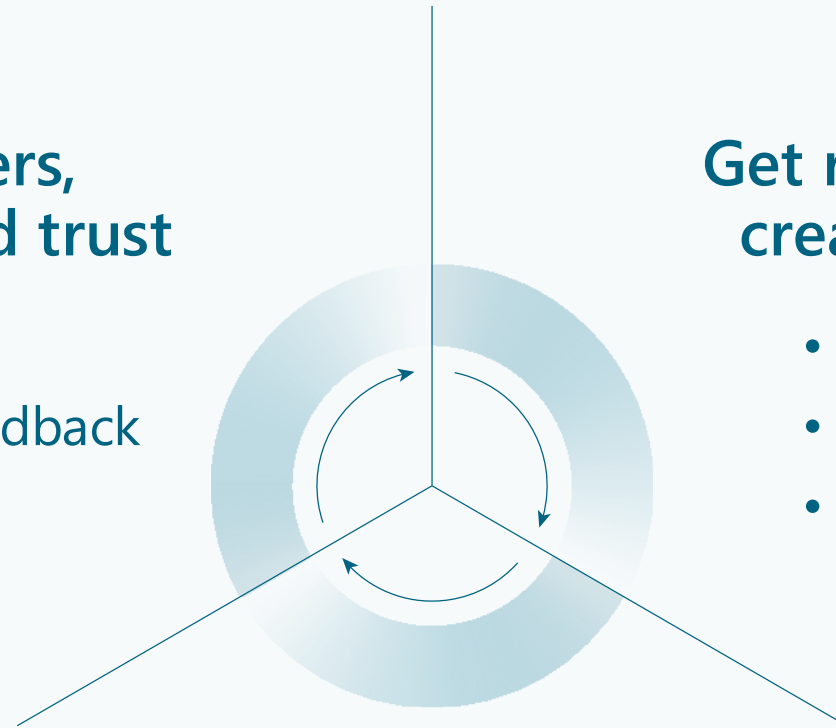
- Scores
- Customer Feedback Surveys

Get recognized and create awareness

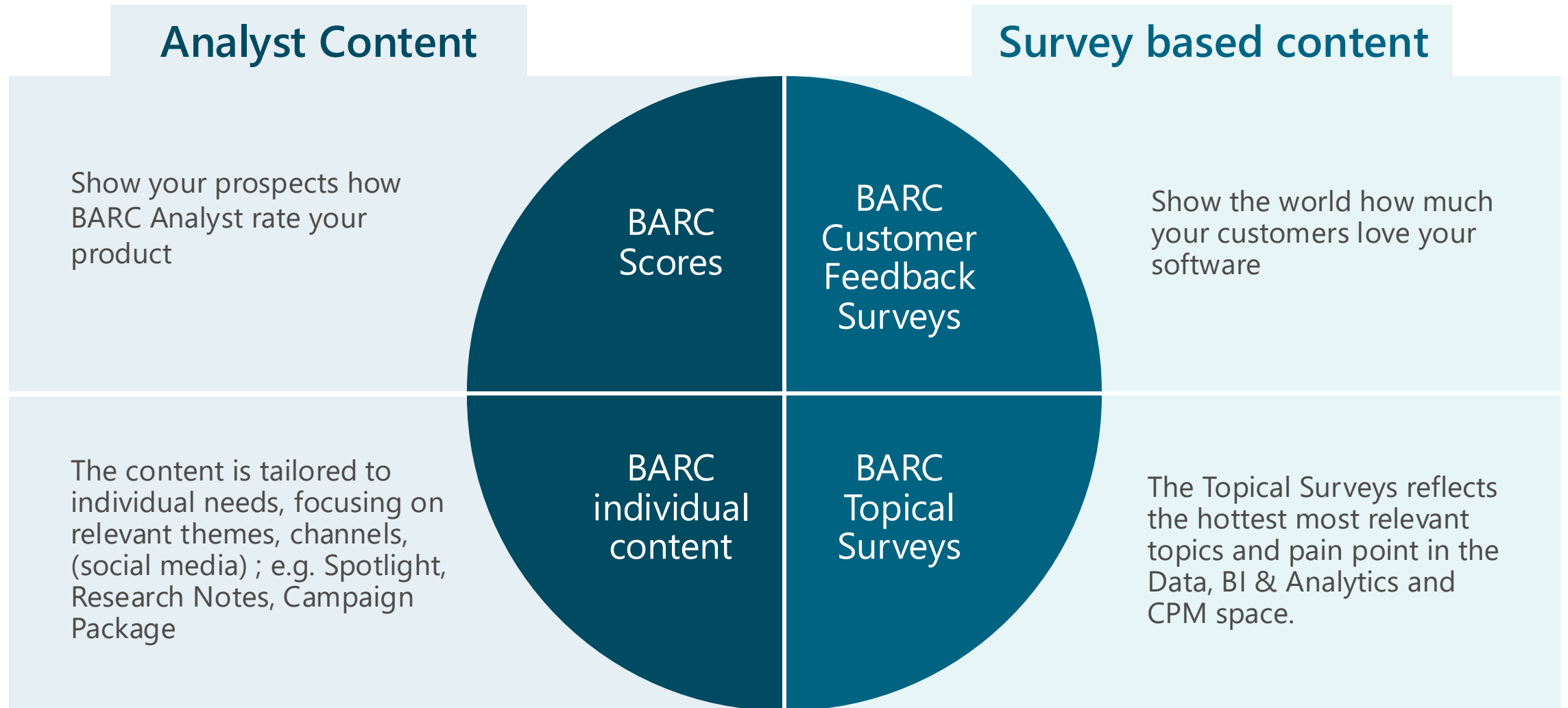
- Visibility Boost
- Podcasts
- Topical Surveys

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

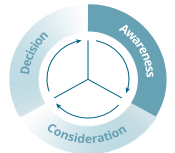
BARC

01

BARC Visibility Boost

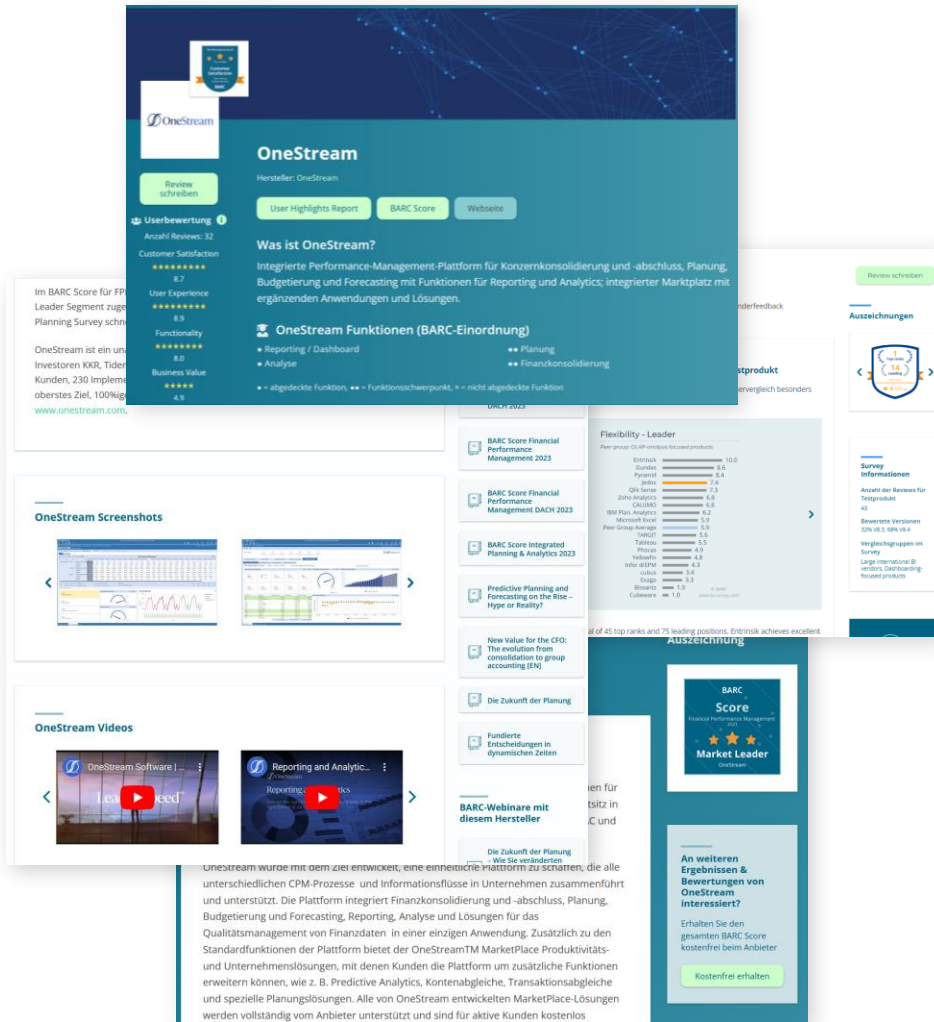
Start your journey with BARC

Gain visibility and get found by prospects with BARC Reviews

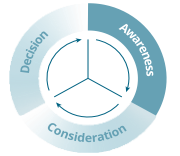


Your benefits:

- ✓ 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

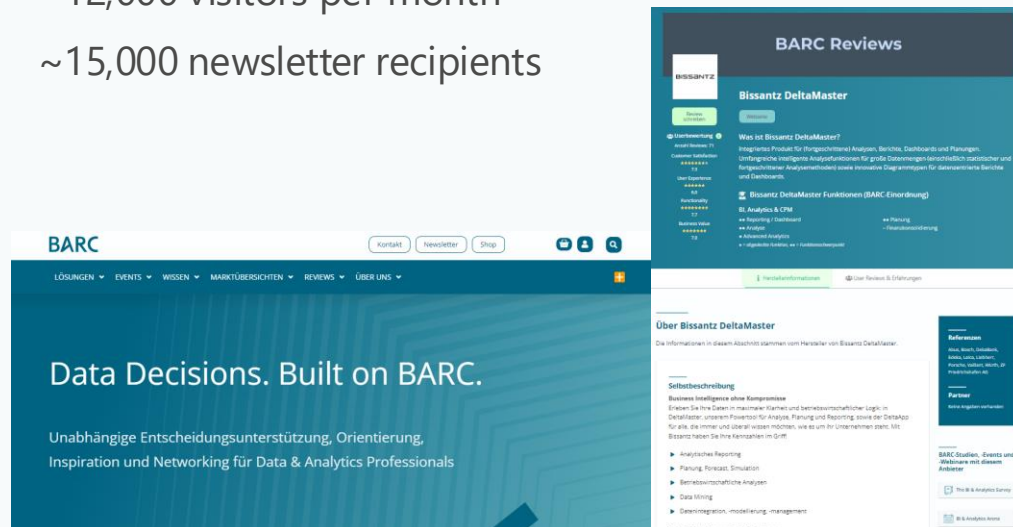
Real user reviews and software information for informed decisions



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 Agenda 2025 on Data Management

	Start field phase	Publication	Product Type
<u>BARC Score Data Intelligence Platforms</u>	-	February 24,2025	Score
<u>Data Management Survey</u>	February 2025	October 2025	Customer Feedback Survey
<u>Data Intelligence Technologies: Successful Deployment through Functional coverage and Best practices</u>	February 2025	June/July 2025	Topical Survey
<u>Measuring the Value of Data Assets, Data Products and AI Solutions</u>	Q2 2025	Q2/Q3 2025	Topical Survey
<u>More than Mesh or Fabric: Leveraging Distributed Data for Business Value</u>	Q2 2025	Q4 2025	Topical Survey
<u>Lessons from the Leading Edge - Successful Delivery of AI/GenAI</u>	Q2/Q3 2025	Q4 2025	Topical Survey

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

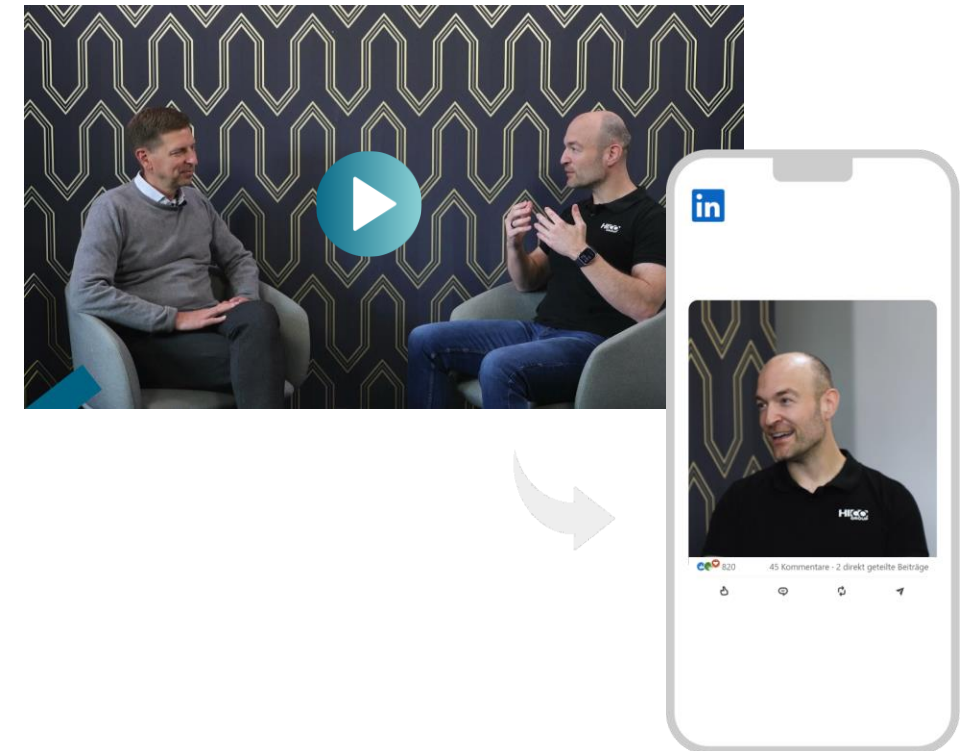
Be a guest on Carsten's Data Culture podcast and get 30 minutes of exclusive airspace



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

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

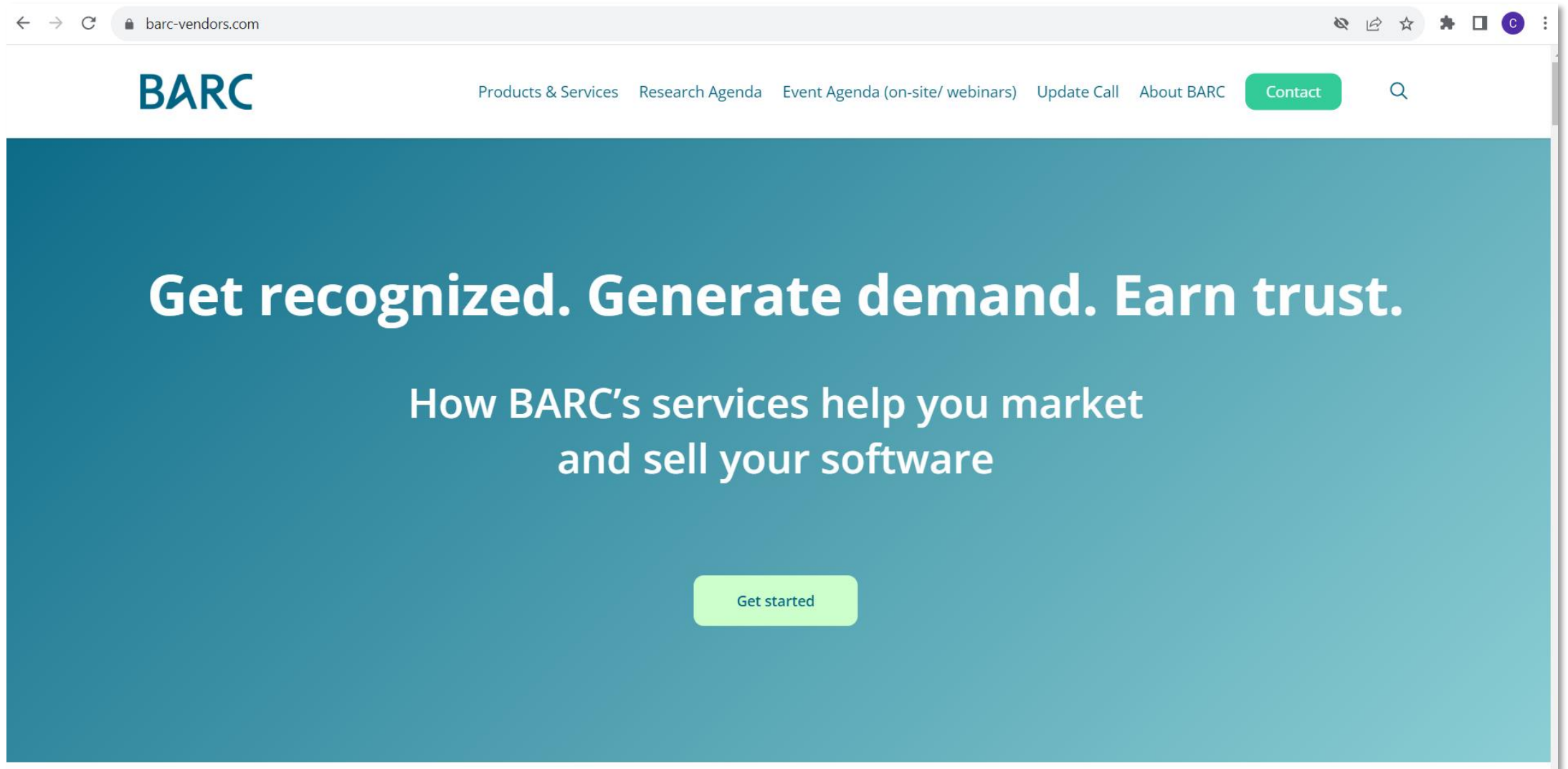
Webinars on Data Management & Data Engineering 2025

Title	Date	Language
<u>Data (Warehouse) Automation in the Era of Data Products, Lakehouses & Fabric</u>	March 18	English
To Cloud or not to Cloud ?! Migration and Repatriation	April 1	English
<u>Data Catalogs: Dream vs. Reality</u>	April 10	English
<u>Master Data - The Backbone of AI and GenAI</u>	May 6	English
<u>Data Products, Contracts and Marketplaces</u>	October 14	English
<u>Good In, Great Out: Well-Governed Data for Exceptional AI</u>	October 28	English
<u>Data Monetization</u>	Tba	English

Webinars on AI 2025

Title	Date	Language
GenAI umsetzen: Best Practices für Unternehmen	May 22	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
Realisierung von GenAI-Projekten mit professioneller Unterstützung	December 2	German

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





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www.barc-vendors.com



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