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# THE BUSINESS PERFORMANCE INNOVATION NETWORK

Inspiring Change for the Better.

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Intelligent Market Engagement™ to Leverage  
A Valuable Channel of Insight, Access & Influence

# Who We Are

- Global Network of 50,000 Executive Change Agents Across the Enterprise:
  - C-level Executives
  - CIO/IT Decision Makers
  - Heads of Innovation/Transformation
  - Line of Business Leaders
- Membership Breakdown by Region
  - North America: 35%
  - Europe: 25%
  - Middle East/Africa: 18%
  - Asia-Pacific: 16%
  - Latin America: 6%



# What We Do

- Peer-driven thought leadership network delivering research-based content and conversations around critical business, technology and innovation issues
- Advocate for new practices, processes, and solutions that are changing the way businesses compete in a digital world
- Set market agendas, highlight issues, needs and requirements, explore emerging trends, and generate business demand
- Focus on enterprise innovation as critical success factor for organizations
- Inspire new thinking, innovative practices, and adoption of new technologies and solutions for transformation and performance improvement



# Advisory Board

Innovation Experts at Top Global Companies & Institutions

intuit.



IBM



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Sanlam



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# Influential Partners

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igniting conversations

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COALITION TO LEVERAGE AND  
OPTIMIZE SALES EFFECTIVENESS

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CENTER  
Best Practices in Content Marketing

C-SUITE NETWORK

CUSTOMER  
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FT FINANCIAL  
TIMES

The  
Economist

GREEN  
GLOBAL RENEWABLE ENERGY  
& ENVIRONMENTAL NETWORK™

ideascale

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telecoms & media

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SOUTH AFRICAN BUSINESS LINK TO EXPERTS

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The Indian Entrepreneurs

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USASBE  
United States Association  
for Small Business and  
Entrepreneurship

ventureburn  
STARTUP NEWS FOR EMERGING MARKETS

DatacenterDynamics  
The Business of Data Centers.

IAOIP  
International Association  
of Innovation Professionals

ispim®

riis  
enabling innovation

NEW ZEALAND TECHNOLOGY  
INDUSTRY ASSOCIATION

# Sponsors: Past & Present



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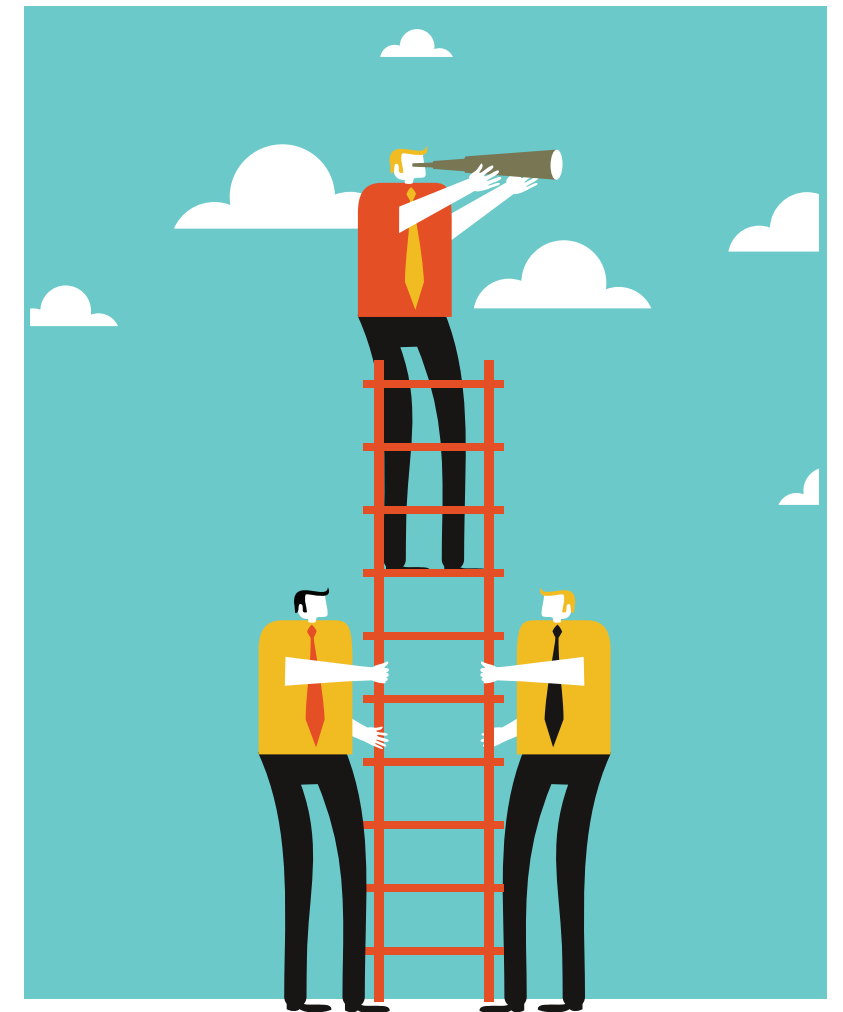


# Intelligent Market Engagement Model



# Embracing Authority Leadership

- Primes and conditions market to create more receptive selling environment
- Shapes and influences the customer's strategic agenda and spend priorities
- Identifies and qualifies potential prospects; facilitates introductions and ongoing conversations
- Gathers intelligence and insight to refine and support value propositions
- Builds brand credibility, relevance and mind share





# BPI NETWORK CAMPAIGN THEMES FOR 2022

## **GIVE MORE THAN VOICE TO EMPLOYEE CHOICE:**

*Creating Cocoon Cultures That Elevate Workforce Loyalty, Longevity and Commitment*

## **BUSINESS LIFT FROM THE GLOBAL DIGITAL SHIFT**

*Assessing the Economic Impact of Digital Transformation and New Tech Model Migration*

## **OPERATIONAL AGILITY FROM GLOBAL VALUE CHAIN VISIBILITY**

*Using Real-Time Data Integration to Optimize Critical Processes and Customer Interactions*

## **GLOBAL TRADE RISK: IMPACT HOW SMARTLY YOU REACT**

*Embracing the Mandate for Real-Time, Adaptive Decision Making Based on Better Connections and Critical Information Sharing Across the Value Chain*

# BPI NETWORK CAMPAIGN THEMES FOR 2022 (cont.)

## **PROCESS TRANSFORMATION FROM MOBILE INNOVATION**

*Reinventing the Enterprise for an Always On, Connected, Data-Rich Economy*

## **SPEED OF IT ADAPTATION, THE NEW COMPETITIVE EQUATION**

*Bringing Dexterity to IT Infrastructure Management Complexity Worldwide*

## **ACHIEVE GREATER GAIN IN A DATA-CONNECTED VALUE CHAIN**

*Self-assessment Tool For Lead Generation And Qualification*

## **DEALING WITH CROSS-BORDER SPEND DISORDER:**

*A Look at the State of Expense Diversity, Reporting, Compliance and Accountability Across Global Corporate Functions and Operations*

# BPI NETWORK CAMPAIGN THEMES FOR 2022 (cont.)

## **AGILE + SAFE: THE SECURITY-ENABLED ENTERPRISE**

*Improving Business Innovation, Productivity & Customer Experience With Adaptive Integrated, Security Infrastructures*

## **THE CYBERTHREAT SCENARIOS AUDIT**

*What's Next And How To Prepare For It*

## **HOW TO ORGANIZE AN OPEN & SHUT ENTERPRISE**

*Secure Strategies for Customer & Partner Connectivity*

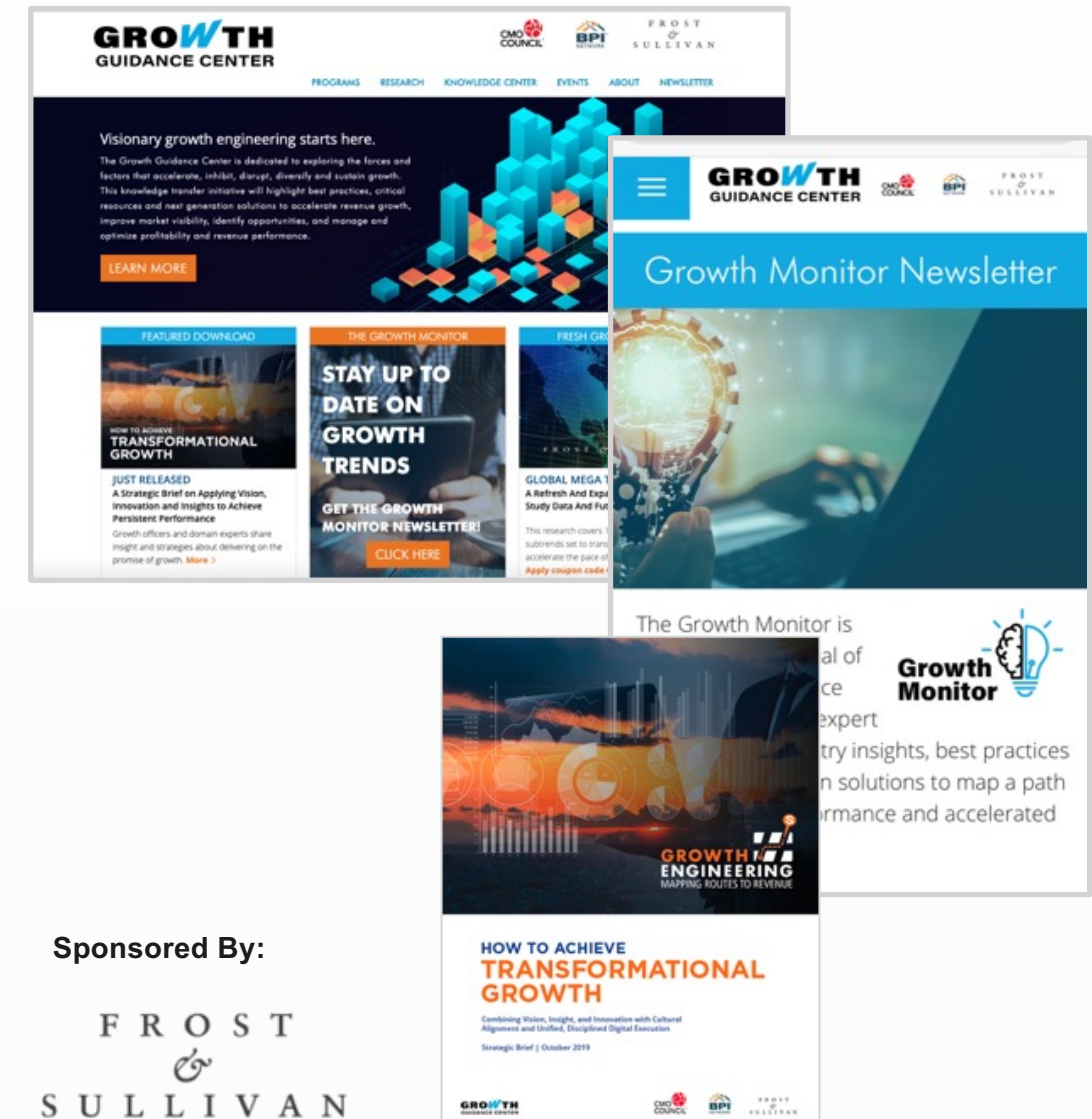
# CASE STUDIES

Measurable Results Through Intelligent Market Engagement



# Growth Guidance Center

- Online thought leadership destination exploring forces and factors impacting business success in the digital, connected economy
- Highlights peer-curated best practices for building transformational and sustainable growth
- Partners with leading solution providers and experts to drive discovery of new approaches and routes to revenue optimization and management
- Targets an estimated 30,000 revenue, growth, strategy, commercial and business development officers worldwide
- Publishes monthly Growth Monitor aggregating original and curated content on related topics



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&  
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# Securing The Future of a Smart World



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The logo for A10, featuring the letters "A10" in a large, bold, blue, sans-serif font.

## OBJECTIVE

- Build industry recognition globally of A10 Networks as a leader in helping mobile operators build next-generation 5G networks.
- Grow new business contacts and opportunities within leading telecom companies around the world.

## PROGRAM

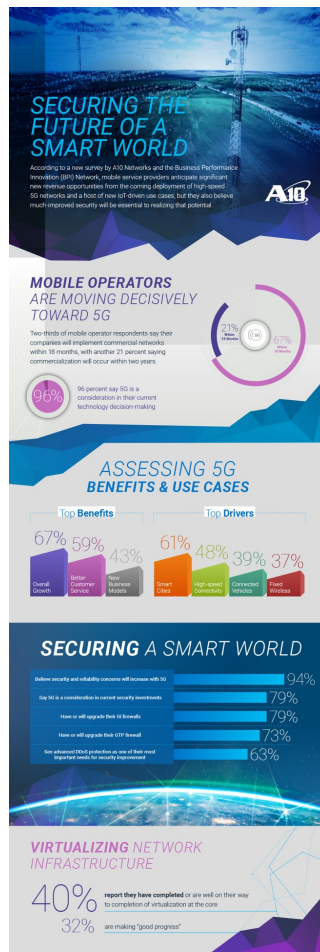
- Telecom industry study examining opportunities and challenges in a 5G connected economy.
- Underscores criticality of advanced security in 5G networks.
- Leverage thought leadership to drive discussions and coverage of A10 technology and solutions for automating and managing security and application delivery in 5G networks.
- [Program page](#)



# Securing The Future of a Smart World

## RESULTS

- More than 300 registered downloads created new business leads at major carriers.
- Over 50 media articles, e.g., ZDNet, TechTarget, Forbes, CIO, Network World, Information Age, etc. ([See program page for articles](#)).
- Numerous executive interviews and stories about A10's technology vision, new products and customer wins for 5G build-outs.
- Dozens of posts in LinkedIn Communities and Groups with potential audiences of over 1 million executives, e.g.:
- Telecom Professionals: IoT, LTE, M2M, 5G – 741k
- 5G Series – 21K
- 4G and 5G Professionals – 18.5K
- Telecom Links – 61K
- Telecom Sales and Marketing – 72K
- Extended reach through media and association partnerships—5GAmericas.org, TMCnet, and NetLine.
- Full range of digital campaign assets—report, infographic, email + web banners, press materials, etc.



# Competitive Gain in the Ocean Supply Chain



*Competitive Gain*  
**IN THE OCEAN  
SUPPLY CHAIN**

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## OBJECTIVE

- Drive business leads and brand authority for Maritime software company, Navis, and its XVELA subsidiary.
- Sensitize market to need for its new cloud solutions for data sharing and collaboration.

## PROGRAM

- Major industry campaign and study on state of digital transformation and collaboration in Ocean Supply Chain.
- Survey of 200+ executives and interviews with select industry leaders and experts.



**Andreas Mrozek**  
Global Head, Marine & Terminal Operations  
Hamburg Sud  
[Read more»](#)



**Heinrich Goller**  
Managing Director of Operations  
Hamburger Hafen and Logistik  
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Senior Director and Head of Fleet Support Center  
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**Michael Yip**  
Chief Innovation Officer  
Modern Terminals Limited  
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**Rich Ceci**  
Sr Vice President Technology and Projects  
The Port of Virginia  
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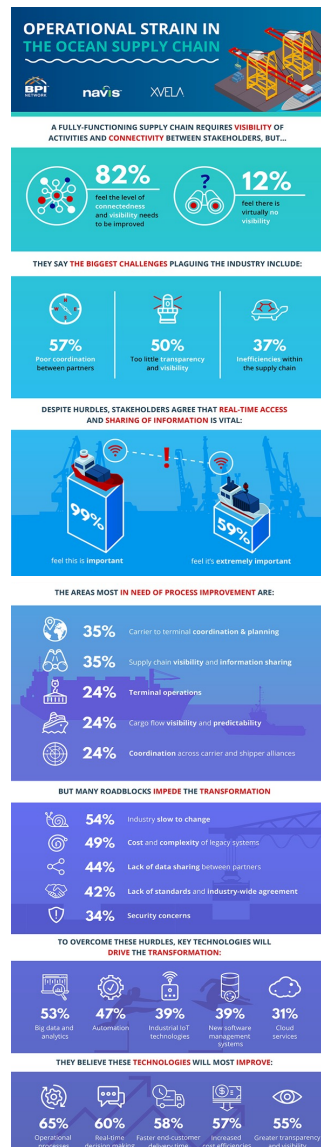


**Ronald D. Widdows**  
Chairman  
World Shipping Council  
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**Mark Wootton**  
CIO  
Yilport  
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# Competitive Gain in the Ocean Supply Chain



## RESULTS

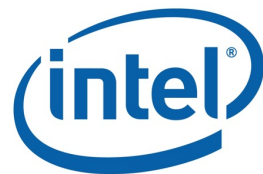
- Over 1,400 registered downloads creates rich source of new sales leads.
- Study underscores industrywide recognition of need to improve data sharing and digital transformation.
- Extensive media coverage of 50+ articles. ([See program page](#) for articles).
- Requests for speaking presentations at leading industry events, e.g., Annual European Seaports Organization conference.
  - Dozens of LinkedIn Group discussions and posts—potential audience size of over 700,000, e.g.:
    - Maritime Network – 160K
    - The Shipping Professional Network – 14K
    - Maritime Executive – 87K
    - Container Shipping and Trade Networking Group – 6K
    - Maritime Professionals – 54K
- Added reach through media partnerships: Demand Chain Executive, SupplyChainBrain, Netline.
- Full range of digital campaign assets—report, infographic, email + web banners, press materials, etc.



# Think Ecological



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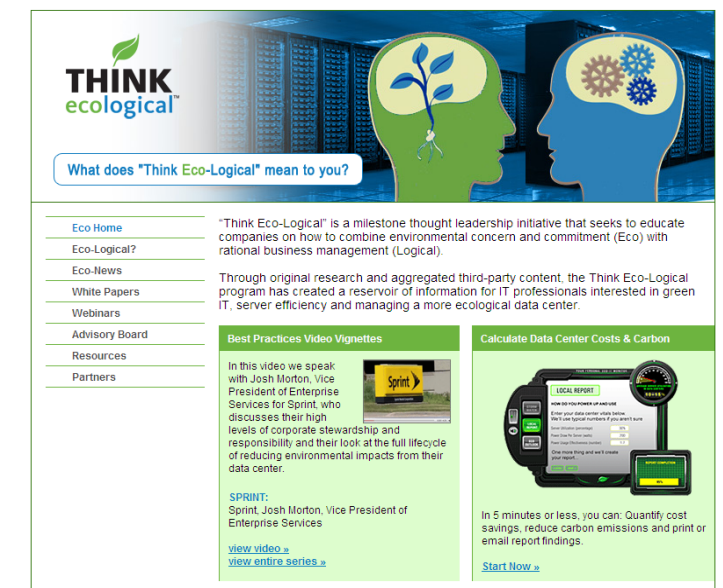


## OBJECTIVES

- Establish SGI as an industry technology and thought leader in building energy-efficient data centers.
- Drive qualified business leads and introductions among top data center and enterprise IT decision makers

## PROGRAM

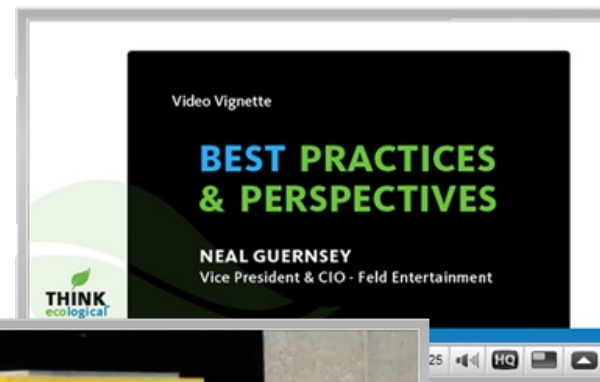
- Search-optimized, widely-linked campaign web site ([sgi.com/thinkecological](http://sgi.com/thinkecological))
- Influential network and enviro partners
- Aggregated content, thought leadership
- Vertical market audits and assessments
- Lead-generating report, white paper offers
- Content syndication, publication, publicity
- Targeted email prospecting
- Interactive webinars (2)
- Prominent CTO video vignettes
- Compelling Eco-IT Monitor flash tool
- Print and online advertising
- Executive advisory board engagement



# Think Ecological

## ACTIONABLE ASSETS

- Eco-IT Monitor interactive prospect profiling tool
- Nearly 300 highly qualified contacts from Eco-IT monitor promotions and syndication
- Solution selling content
- 2 comprehensive vertical industry reports and whitepaper
- High profile CTO video vignettes
- 9 new videos representing executive lead prospects



## EXECUTIVE LEVEL ENGAGEMENT

- 15 advisory board members with detailed commentary
- > 600 survey respondents
- Over 1,000 contacts from report downloads and Eco-IT Monitor users
- 44 standalone media articles
- More than 225 professionals that want follow-on program info
- 11,146 visits, 25,631 page views, 7,547 unique visitors, average time of 2:21 on site



IT Sustainability Imperatives in Internet and eCommerce Business

**Advisory Board Executive Perspectives**

**CHRISTINA PAGE**  
Director, Climate & Energy Strategy  
Yahoo! Inc.

I was hired a year and a half ago to look at Yahoo's impact and footprint and look for ways to measure, monitor and mitigate it. So one of the first things we did right off the bat is look for ways to measure our carbon footprint globally as a company. Then we sat down and talked about what are the best leverage points for reducing that? What is likely to happen over time? Where are the points where we can best mitigate it? And, by no surprise, we found that the majority of our impact is around our data centers, so increasingly I have been working with the data center guys throughout their operations. There is a lot of opportunity in terms of thermal efficiency, good design for data centers, taking advantage, like we do up in Washington State, of clean power and ambient temperatures which allow us to do a lot of free cooling. But also as you go further up the value chain, there are opportunities - in terms of better use of servers, better server utilization, working with the engineers to figure out how code is using the servers, the architecture of backing up the servers - that really is a tremendous leverage point for us. Increasingly, the big opportunity is taking a holistic approach - working with site operations to figure out things that will improve our bottom line, both in terms of more efficient use of capacity and reducing our utility bills, but will also reduce our impact, so it is a win-win situation.

Taking a big step back, especially as electricity demand across the IT industry grows, one of the key points is sharing these ideas and collaborating. We participated in the Data Center Energy Summit here this past June, sharing some of our best practices. We hosted the Department of Energy, Information Technology Energy Efficiency Roadmap here on campus. So the number one thing we're doing for the larger industry is sharing best practices. There is a sharp learning curve around energy efficiency in this arena, and we can't get up the learning curve fast enough if we're all doing it in isolation of each other - so collaboration definitely helps.

More specifically there are three things that our company is doing right now. Number one, we built our first from-the-ground up, designed, owned-and-operated data center last year up in Quincy, Washington. We're a fourteen-year-old company so as we have expanded we have depended a lot on leased data centers; this is the first one we built from the ground up. Although it's not a new concept, one of the things in there that we aggressively made use of was free cooling - the ability to use the ambient air temperature you have in Washington State to cool a data center 75 percent or more of the year. It's made a huge difference in terms of our PUE. That's something that as much as it's becoming increasingly common, is a relatively new practice that some folks are still a little wary of. So proving that out and using it aggressively in our data center, and talking about it, was something that was important to us. There are a lot of locations, even some that are not particularly cool, where you can make some use of free cooling. Washington State, in particular, is extremely well adapted for this because of the temperature regime that you've got up there. So that's drastically increased our efficiency by having that integrated as part of the building. Another thing, that's sort of a combination of a relatively well-understood and well-adopted technology, but I wouldn't say it's universally adopted at all, is cold aisle containment, whereby you're avoiding mixing warm air and cold air when you're cooling off your servers in your data center - basically by creating a little walk-in refrigerator. On in

THINK ecological

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# Think Ecological





# The Impact of Connectedness on Competitiveness



THE IMPACT OF  
CONNECTEDNESS ON  
COMPETITIVENESS

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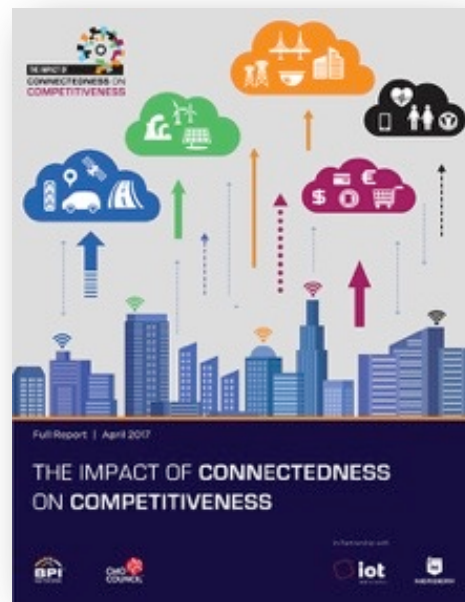
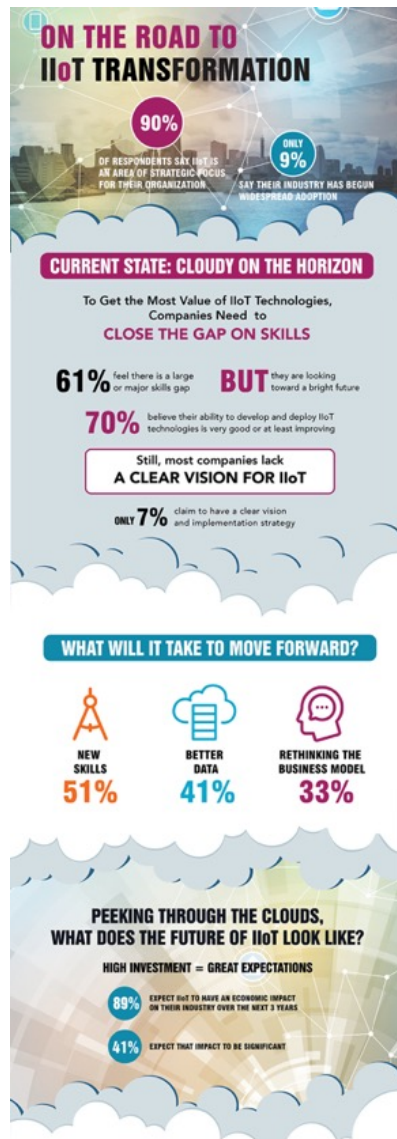
## OBJECTIVE

- Build brand authority and recognition of Dimension Data as a technology and IT integration leader in data center modernization and hybrid cloud.
- Generate major new source of predisposed lead flow worldwide.
- Drive media coverage and market engagement in top geos globally.

## PROGRAM

- Develop and execute a multi-channel thought leadership campaign to understand the state of Industrial IoT adoption and its business value.
- Conduct 15 deep-dive interviews with high-profile executives leading IoT adoption within their enterprises.
- Survey of 350 industry executives and professionals.
- Report and content development promoted through email, social media, PR and key media partnerships.

# The Impact of Connectedness on Competitiveness



## RESULTS

- Highly regarded report highlighting significant progress and investments in Industrial IoT, as well as major challenges for adoption.
- More than 1,325 unique registered downloads of report and other content providing new business contacts and opportunities.
- One-on-one engagement with top industry executives (see sample of names).
- Major media coverage, including more than 70 unique stories in business, technology and vertical industry media.
- Top presentation and panel discussion at Penton's IoT Emerge conference in Chicago



# Transform to Better Perform



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## OBJECTIVE

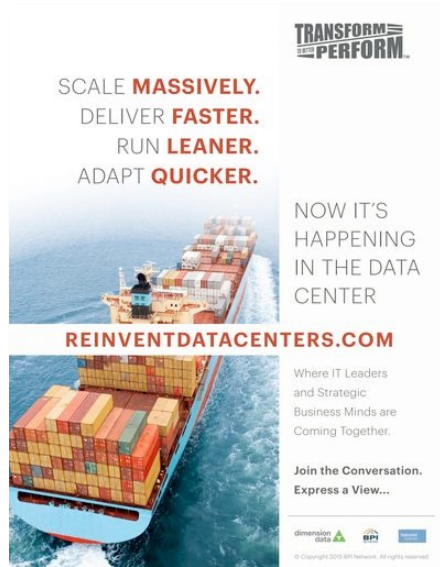
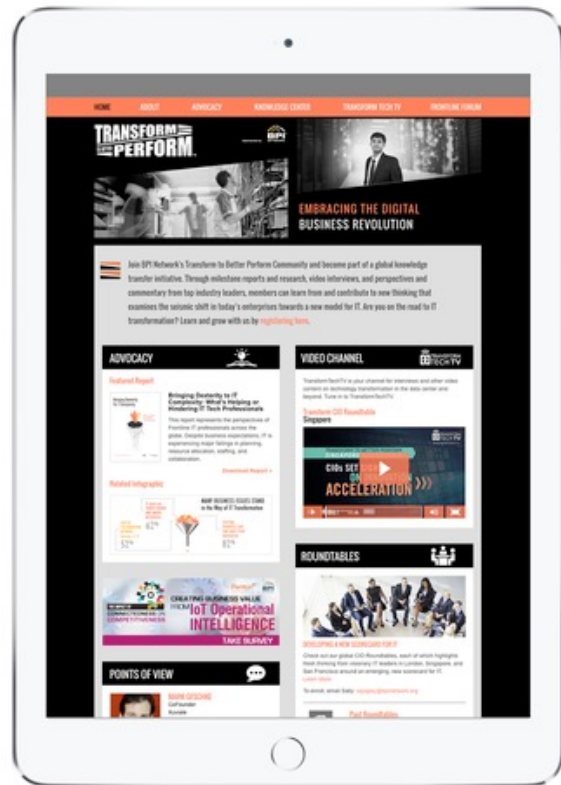
- Build brand authority and recognition of Dimension Data as a technology and IT integration leader in data center modernization and hybrid cloud.
- Generate major new source of predisposed lead flow worldwide.
- Drive media coverage and market engagement in top geos globally.

## PROGRAM

- 10-month multi-channel, multi-media thought leadership campaign aimed at data center, IT and business executives in large and mid-sized enterprises globally.
- Development of dedicated content-rich Transform to Better Perform web site featuring campaign thought leadership reports, numerous videos, graphics, executive interviews, and the Frontline Feedback Forum.
- Three major study reports based on executive interviews and quantitative surveys.
- Three regional executive roundtables in London, Singapore and San Francisco.
- Major media and association partnerships.
- Continuous global media outreach and social engagement.

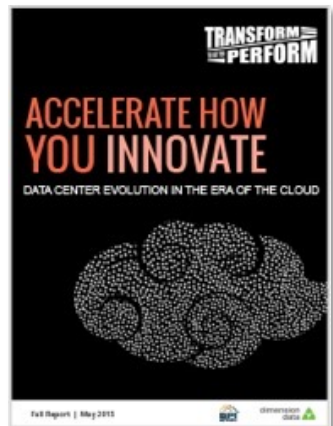
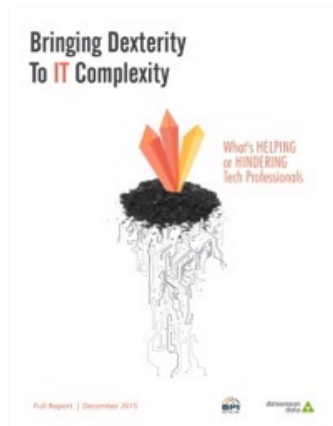


# Transform to Better Perform



## RESULTS

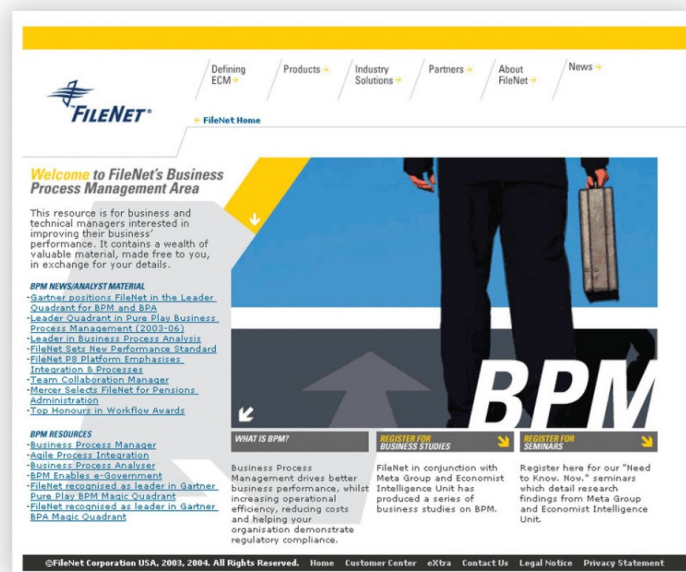
- More than 6,000 registered report downloads around the world generating new business contacts and opportunities.
- Intimate engagement with 100+ key senior IT executives via advisory board interactions, roundtables, and interviews.
- 170+ unique media stories across business, IT and vertical industry outlets around the world.
- 15-20 CIO participants at each of three regional roundtables in London, Singapore and San Francisco.
- Over 40 advisory board members from key industries across the globe.
- More than 35 interviews with IT transformation leaders.
- Over 20 video interviews featured on Transform web site.



# FileNet



## Giving FileNet Voice and Brand Vigor



## OBJECTIVE

- Build brand authority versus large competitors in fast-growing ECM and BPM market
- Drive customer demand for expanding product line
- Dramatically increase coverage beyond ECM trades
- Grow investor interest and corporate valuation

## PROGRAM

- Strategic multi-year PR and marketing communications campaign
- Evangelize growing confluence of content management and process automation, critical need to tap value of unstructured data and documents, major industry opportunities
- Move beyond technology trades to penetrate key vertical and business media
- Engineer bigger, more relevant presence at significant industry and technology events
- Smart design and orchestration of news announcements and developments, e.g.:
  - Integrated BPM/ECM education campaign
  - Launch of Compliance Framework and Alliance
  - Positioning and launch of Lifecycle Asset and Plant and Management Solution
  - Rapid response to news flow (e.g. banking and insurance mergers, Sarbanes Oxley, compliance scandals, etc.)

# FileNet

The New York Times



AMERICAN BANKER.

Los Angeles Times



AP

The Mercury News



THE WALL STREET JOURNAL.



Bloomberg  
Businessweek

Bloomberg

InformationWeek

FORTUNE

## RESULTS (FIRST 12 MONTHS)

- Substantially grew recognition and voice in ECM/BPM market
- Major increase in business and vertical industry coverage
- Over 820 articles in print & online media
- More than 270 interviews
- 260 feature interviews
- 8 awards



# Adaptive Insights



*Building Brand Authority,  
Category Leadership and Market  
Affinity in Cloud-based CPM*

## OBJECTIVE

- Establish and grow cloud-based Corporate Performance Management as the best way to run financial planning and business intelligence analytics in today's growing enterprises.
- Earn recognition as the category leader and top product innovator in their space.
- Drive business leads and opportunities through thought leadership content marketing focused on reaching CFOs

## PROGRAM

- 5+ year relationship as agency of record and market engagement partner.
- Major role in defining and evolving brand and platform messaging.
- Primary content creators, including press + analyst materials, speaker submissions, byline articles, study reports and advocacy platform.
- Orchestrated product launches, corporate news announcements, executive press tours and communications campaigns.
- Created the Business Volatility and Variables thought leadership and CFO engagement program benchmarking CFO sentiment on the economy and planning best practices.

# Adaptive Insights



## RESULTS (FIRST 12 MONTHS)

- Dominated media discussions and coverage of SaaS CPM market and competitors
- Successfully evangelized advantages of cloud-based CPM over on-premise systems.
- Took company through 5 years of rapid growth in customers (increased from 400 to 2,000+ ) venture funding (\$70 million+) and product line expansion.
- Drove exceptional media and analyst engagement and coverage across Business, Financial, Technology and Vertical Industry (250+ articles in a single year).
- Generated thousands of registered content downloads and survey responses by financial executives through Business Volatility and Variables program.
- Developed and executed successful customer testimonial, awards and speaker programs.

# NComputing



*Creating A New Category Of Computing And Establishing A Disruptive Global Technology Brand.*



## OBJECTIVE

- Team with young start-up to evangelize and grow new category of thin client computing that shares a standard desktop computer or server across numerous desktop users.
- Build momentum and adoption in key underserved markets, from developing economies to public schools and non-profits.

## PROGRAM

- Work with executive team to build out corporate and product positioning around meeting the unmet needs of “The Next Billion Users” of computing technology.
- Showcase and promote how and why NComputing’s technology platform was unique to other forms of desktop computing.
- Launch and execute a global PR and communications campaign driving events and coverage in North America, Germany, U.K., Eastern Europe, India, China, Indonesia, Thailand, Africa, Australia, Brazil and Mexico.
- Leverage customer success stories and wins to build compelling momentum story around the world.
- Seek out major technology awards and recognition.

# NComputing



**THE WALL STREET JOURNAL.**



**THE TIMES OF INDIA**



## RESULTS (FIRST 12 MONTHS)

- Secured Major technology awards and recognition starting with the Wall Street Journal Technology Award, as well as Frost and Sullivan Green Excellence Award and Gartner Cool Vendor.
- Generated massive coverage, with hundreds of standalone feature articles and tens of millions of media impressions in top publications and broadcast media outlets such as The Wall Street Journal, New York Times, BusinessWeek, AP, BBC, CNBC, Computerworld, eWeek, Economic Times of India, International Herald Tribune, Estado de San Paulo and many others.
- Drove huge market interest and inquiries from key targeted markets, non-profit NGOs, business enterprises, government agencies, education, etc



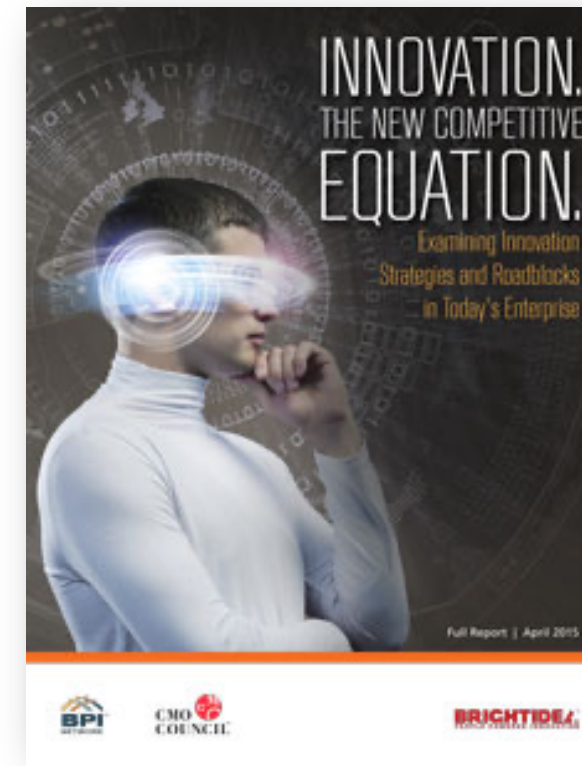


# Innovation: The New Competitive Equation

- Global report on state of innovation, including survey of 225 executives and in-depth interviews with innovation leaders at top global businesses:



- Hundreds of new business contacts generated in three-month period
- Advocacy around need for more effective processes and platforms
- Extensive media coverage in top-tier business and IT outlets:
  - Fierce CIO, Business Management Daily, Baseline Magazine, and US Daily Review



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# Startup Innovation Inspiring Business Transformation

- Detailed study report on impact of start-up disruptors on larger enterprises:
  - Survey results of 230+ executives from large enterprises and startups
  - Executive interviews with disruptor and incumbent organizations
- Hundreds of new business contacts developed in three months
- Advocacy around digital and business innovation practices
- Media coverage in top-tier business and IT publications such as New York Times and CIO Insight



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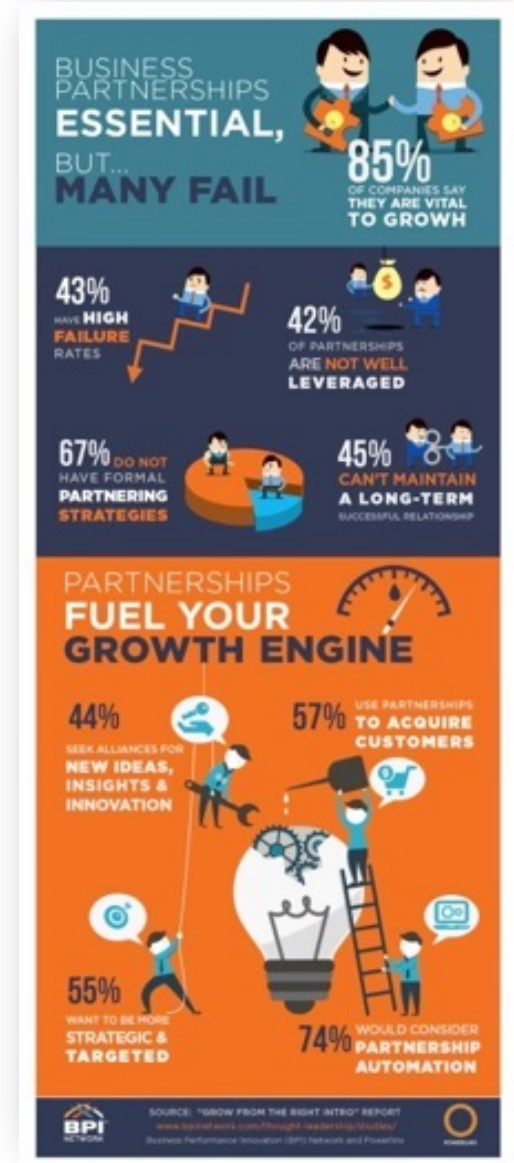


# Grow From the Right Intro

- Campaign to explore the power, potential and pitfalls of strategic partnering and identify best practices in establishing effective alliances
- Detailed report included survey results from 330 top executives and 20 interviews from industry experts
- More than 600 leads generated in 3 months from report downloaders
- Media coverage in top-tier business and ad marketing publications such as Forbes, 1 to1 Media, eMarketer, Chief Marketer, Small Business Daily, and SMBNation



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## Contact

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