

# Mid-Market Data Warehousing Market Landscape Report

## Objective

To help mid-market companies understand the business value of data warehousing solutions, what options are available, and the differences between solutions.

## Project Overview

Many mid-market organizations are looking for data warehousing solutions either independently or as part of a larger business intelligence project. However, deciphering which solution best meets the requirements of the organization and looking at the business benefit of data warehousing overall can be difficult.

This project breaks down the data warehousing market and highlights solutions targeted towards mid-market companies with a focus on:

- Providing an overview of the data warehousing market
- The general data warehousing terms mean and their affects on performance
- Giving a breakdown of different types of solutions available
- How each vendor fits on a high level within the overall market
- Practical applications of data warehousing solutions within mid-market companies

A report and distribution package includes a final market landscape report with a supporting Web seminar. Sponsors will receive distribution access to their customized report (individualized report based on customized case studies) and a general marketing package that includes a lead generation component.

## Research Methodology

Information will be gathered through a vendor-targeted survey to identify what offerings are available within the data warehousing market and how vendors differentiate on a high level. Additional customer interviews will be conducted to give readers an understanding of how these solutions can be applied within organizations.

## Deliverables

Project deliverables include:

1. 15 – 20 page report/white paper
2. 10 – 12 page customized report
3. Webinar
4. General distribution and lead generation program