

Investor Program at the

DATA & ANALYTICS RETREAT

Geisenheim (near Frankfurt/Germany)

27th - 29th October 2021

Your Invitation

Data & Analytics Retreat

This annual event assembles vendor executives, leading analysts and investors to discuss market trends and strategy.

You are cordially invited to attend the tenth annual Data & Analytics Retreat at Burg Crass in Eltville, Germany which will be organized by the Business Application Research Center (BARC). This invitation-only event brings together international leading experts, vendors, investors and industry analysts in an exclusive yet relaxed setting in Germany to discuss and debate the most critical topics in the Business Intelligence, Analytics and Data Management space.

Each day of the program provides a balance of expert-led content and discussion, networking time, and one-on-one time with vendors & analysts to make this a valuable business opportunity.

We look forward to welcoming you back on site in October 2021 with a safe hygiene and testing concept (where necessary) face-to-face.

Throughout the event you will have the opportunity to:

- Understand the driving forces and investment opportunities in the Data and Analytics market
- Exchange with founders, investors and vendor executives around the world
- Receive valuable information on the structure and direction of your portfolio

Speakers

- Dr. Carsten Bange, BARC
- Donald Farmer, TreeHive Strategy
- Mike Ferguson, Intelligent Business Strategies
- Dr. Christian Fuchs, BARC
- Stefan Sexl, BARC
- and others

Location

The Data and Analytics Retreat will be held at Burg Schwarzenstein in the village of Geisenheim, situated in the lovely Rheingau, one of the finest wine regions in the world and only a short distance away from Frankfurt, Germany.

Content Overview

Our sessions are designed to deliver actionable information that will be relevant for your company's go-to-market strategy, product road maps and business plans.

Topics we will cover include:

- Market trends and drivers
- M&A and investments
- Corporate, product and go-to-market strategy
- Competitive differentiation marketing & sales strategy
- Technical advances in data management and governance
- Data science and decision automation
- Building enterprise software for the long term
- App and data marketplaces in software and services ecosystems
- Plus a special track for corporate performance management vendors

27 th October	7 pm	Welcome reception & dinner
28 th October	10 am	Start of workshop sessions
29 th October	5 pm	End of workshop sessions
30 th October	8-12 am	Optional: Analyst one-on-ones

The morning of Saturday 30th will be reserved for analyst one-on-ones. Let us know what topics you would like to discuss and reserve your time with one of the analysts attending.

Pricing

Retreat participation incl. accomodation: €1,400 / \$1,700 plus VAT

- Access to all workshop sessions on October 28th and 29th
- Analyst one-on-ones on October 30th
- Lunch and dinner during the program

Enrollment

To participate or for further information, please contact Angelina Gerlach: agerlach@barc.de





BARC



TreeHive
Strategy

**INTELLIGENT
BUSINESS
STRATEGIES**



„The BARC Investor Day at the Data & Analytics Retreat is the most content-rich conference in data and analytics I've attended - the quality of the attendees and topics covered made it incredibly worthwhile.“

Akshay Bhushan
Tola Capital

Past Vendor Attendees include:

Altair
anaplan
arcplan
b.telligent
Board
Collibra
Composite
Cubeware
cubus

Datavard
Datawatch
Decisyon
Denodo
Dimensional Insight
evidanza
Exasol
Hewlett-Packard
Hitachi Vantara

IBM
Information Builders
InfoSuite
Jedox
Kalido
Logi Analytics
Longview
MicroStrategy
Mondobrain

Oracle
Pentaho
Pervasive
Phocas
pmOne
Progress
Pyramid Analytics
Qlik
SAP

Software AG
Tableau
Tagetit
Talentia
Target
Teradata
Thinking Networks
ThoughtSpot
Tibco

TimeXtender
Unit4 prevero
Yellowfin
Zenoptics

Past Investor Attendees include:

3i
The Carlyle Group
GENUI
Grafton Capital

Invision Private Equity
Marlin Equity Partners
Marondo Capital
NORD Holding

PINOVA Capital
Sand Hill Angels
Tola Capital
VIA equity