



## Demand Generation Programs

Outsell's Gilbane Group offers four programs that have demand-generation benefits associated with them, and we assign a dedicated project manager for each initiative ensuring timely program turnaround coupled with a well executed promotion schedule. We can place a paper sponsored by us behind a registration page on our website, providing an additional source of leads to the vendor partner. We do not rent or sell our lists; *exclusive access to our audience is a primary benefit offered to vendor partners through our programs.*

- **In-depth Case Study.** A case study will educate a vendor's target market by showcasing a successful deployment of their solution in a real world application. Case studies can be horizontal or vertical in focus, depending on the vendor's objectives. We perform the research, writing, publishing, and distribution of the final piece. As an added benefit we include a demand-generation webinar featuring the customer success story. Additional opportunities exist for presentation at a future Gilbane conference in either an end-user focused case study session or track. Case studies are typically 12 to 15 pages in length.
- **Strategic White Paper Program.** White papers are designed for vendors who need to educate their target markets on business problems or opportunities and how the vendor sponsor's technology addresses them. Benefits include content creation and a demand-generation webinar as described above. White papers are typically 12 to 15 pages in length.

- **Gilbane Beacon: Guidance on Content Strategies, Practices, and Technologies.** Provides affordable vendor sponsorship of a Gilbane-branded publication on timely market or technology topics. Designed for easy readability in a single sitting with the added benefit of a shorter development time from concept approval to publication. Beacons are typically 6 to 8 pages in length.
- **Co-branded Webinar.** This program is for vendors who want visibility, credibility, and access to our channel without developing a paper deliverable. We work with our clients to identify a mutually agreed upon topic, and we participate in the webinar in the role of industry analyst. We co-promote the event multiple times to our audience, and the sponsoring vendor is responsible for hosting mechanics. Webinars can be packaged as a series for multiple exposures to our audience over a period of time.

Contact us at [gilbane@outsellinc.com](mailto:gilbane@outsellinc.com) for more information about these options and other services we offer to help your organization succeed.

### About Outsell's Gilbane Group

Gilbane Group is a division of Outsell, Inc. ([www.outsellinc.com](http://www.outsellinc.com)), the only research and advisory firm focused on advancing the publishing and information industries. We have been writing and consulting about the strategic use of information technologies since 1987. We work with the entire community of stakeholders including investors, enterprise buyers of IT, and technology suppliers. For more information visit <http://gilbane.com>.

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