This data-forward, analytics-driven world would be lost without its database and data storage solutions. As more and more organizations transition their software to cloud-based systems, the growing demand for database innovation and enhancements has climbed to novel heights. We are upon a new era of the modern database — one that requires your database to not only store data but to also ensure that data is prepped and primed securely for insights and analytics, integrity and quality, and microservices and cloud-based architectures.

In the Database Systems Trend Report, DZone will explore database trends, assess current strategies and challenges, and provide forward-looking assessments of the database technologies most commonly used today. These technologies will include, but not be limited to, database design and architecture, evaluation criteria for database languages and types, database observability and monitoring, cloud migrations, and advanced analytics.

**Expert Insights**
The Database Systems Trend Report will cover topics such as:

- What is good database design?
- Becoming data-driven/data democratization for DMBs
- Multi-cloud database management
- Database monitoring and observability
- Database design in a microservices, cloud-native architecture
- Time Series Databases
- Graph Databases
- [Opinion] Reflections from a DBA

**Developer Survey**
The research component of this report will explore common database trends, use cases, and technologies. Topics can include:

- Modern database design and architecture
- Evaluation criteria for DMBs
- Data normalization
- Database observability
- Migrating to the Cloud
- Advanced analytics and AI/ML
### Business Trends:

- **272K+** Average Monthly Visitors with intent for Database Systems
- **556K+** Average Monthly Page Views with intent for Database Systems content
- **7.3K+** Downloads of DZone's relevant publications in 2022

### Tech Decision Makers:
- **64%** Tech Decision Makers (Manager+)
- **85%** TDMs located in North America
- **68%** Employed at Companies with $100M+ Revenue

### Downloader Job Roles:
- **33%** Architect, Software Developer
- **10%** Development Manager, Lead Developer
- **4%** Executive Manager, VP, CTO, CIO
- **1%** Marketing, Sales, Communication
- **3%** President, CEO, Owner
- **39%** Programmer, Developer
- **2%** QA, Testing, Compliance
- **4%** System Admin, DBA
- **3%** Web Designer, Graphic Designer

### Business domains with intent for Database Systems are **8.4x** more likely to visit DZone.

### 92K+ Businesses with intent for Database Systems are visiting DZone.

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Source: DZone Audience Insights, Bombora Last 90 Days, April 19, 2023; DZone Publications Downloads, 2022
How Trend Reports Reach DZone Readers

Each Trend Report is promoted to DZone readers across DZone.com, newsletters, and social media:

- Inclusion in 5-7 Daily Digest newsletters
- Inclusion in 1 Weekly newsletter
- 2-4 Dedicated emails
- Prominent and relevant onsite promotional placements and front-page features
- Promotions across DZone social channels

Sponsor DZone Trend Reports to leverage multiple branding and thought leadership opportunities, including:

- Logo placed on the Trend Report cover, included in the marketing of the report to the DZone audience
- Two-page spread, including a full-page ad and case study or advertorial in the report
- Preferential treatment at the top of the Solutions Directory, a list of tools and technologies relevant to the Trend Report topic
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Gain unique and specific insights into software industry trends. Engage an audience looking to learn best practices and implement solutions.

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Airing shortly after the Trend Report is published, Virtual Roundtables – hosted and moderated by DZone with a panel of expert contributors from the report – will focus on the research and topics in the Trend Report, furthering your thought leadership and lead generation efforts.

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