



Database Systems

Architecture Advancements and Data Storage Reimagined

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 DMBSs
- 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

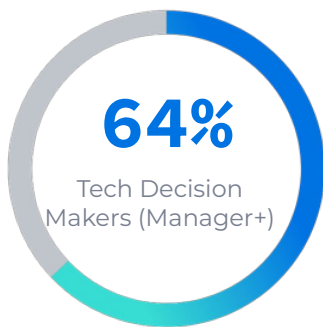
Developer Survey

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 DMBSs
- Data normalization
- Database observability
- Migrating to the Cloud
- Advanced analytics and AI/ML

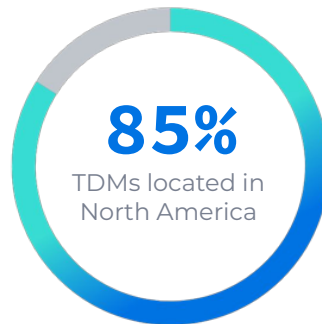
272K+

Average Monthly Visitors
with intent for Database
Systems



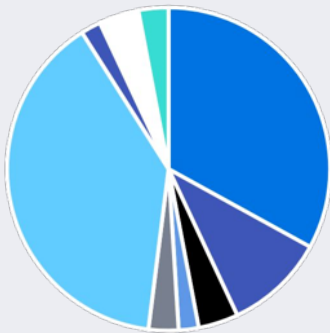
556K+

Average Monthly Page
Views with intent for
Database Systems content



7.3K+

Downloads of DZone's
relevant publications in
2022



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

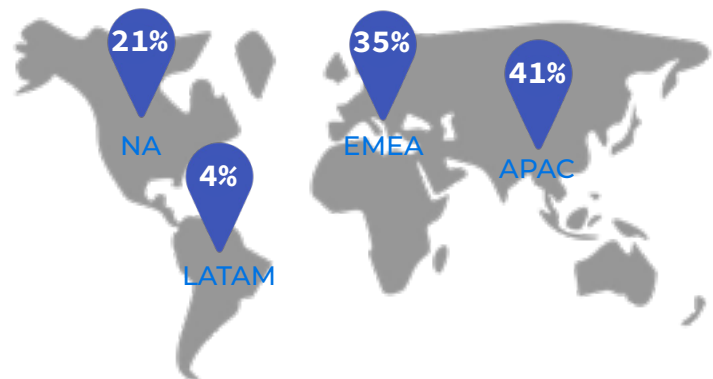
Business domains with intent for
Database Systems are

8.4x

more likely to visit DZone.

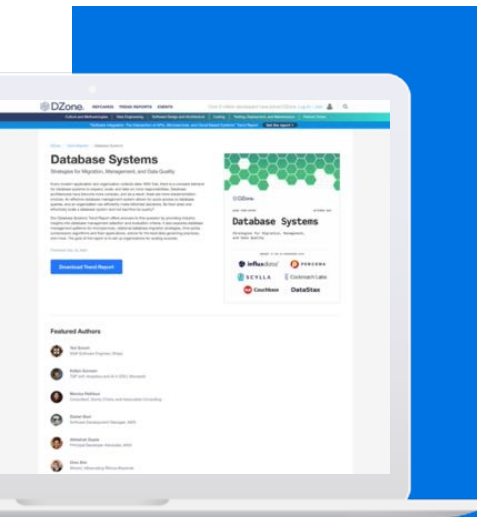
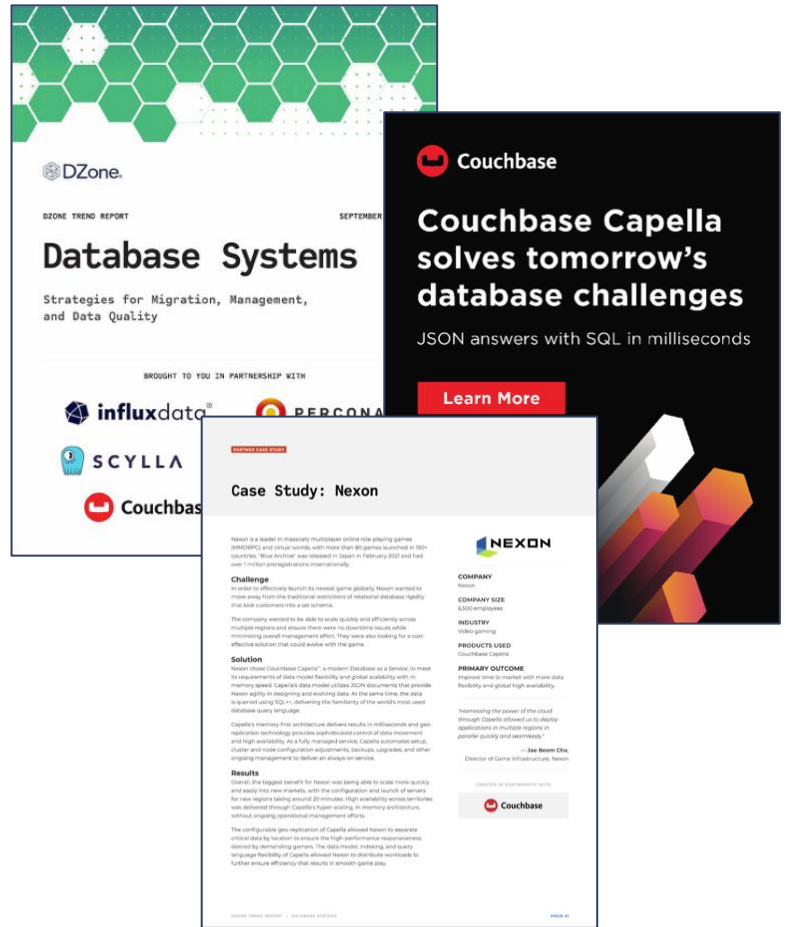
92K+

Businesses with intent for
Database Systems are visiting DZone.



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



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

Become a DZone Research Partner

Gain unique and specific insights into software industry trends. Engage an audience looking to learn best practices and implement solutions.

Content Sponsor

Front Page Logo Placement

Two-page spread, including (1) Full-page ad and choice of:

- One-page Case Study, or
- Advertorial

750 Global Contacts

Sponsor Spotlight Report: A white labelled report for sponsor marketing usage post-campaign

Solutions Directory: Sponsor product(s) inclusion with preferential placement.

Research Sponsor

Front Page Logo Placement

Two-page spread, including (1) Full-page ad and choice of:

- One-page Case Study, or
- Advertorial

750 Global Contacts

Sponsor Spotlight Report: A white labelled report for sponsor marketing usage post-campaign

Solutions Directory: Sponsor product(s) inclusion with preferential placement.

Research Add-On (Choose 1):

- Custom Survey Question
- Survey Raw Data

**Limited to 2 sponsors*

Add On: Virtual Roundtable

Add a Virtual Roundtable to your sponsorship and receive:

Branding opportunities, including:

- Logo inclusion in promotions of the event
- Sponsor mentions by host during the event

Contact information for all event registrants

Option to include an expert from your team on the panel

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.

Previous Sponsors Included:

