



FOR IMMEDIATE RELEASE

TBR releases Spring 2015 Webinar Schedule

HAMPTON, N.H. (March 24, 2015) — Technology Business Research Inc. (TBR) is pleased to announce the release of its Spring 2015 Webinar Schedule. Starting this month, TBR analysts will present insights and opinions surrounding the business performance of vendors in cloud, hardware, software, networking and mobility, digital, and professional services as reported in our research.

TBR's webinar series offers participants timely insight into business drivers and models, customer requirements, and best practices of leading IT vendors. Our webinar sessions lead clients to make better-informed and strategic business decisions as they can align their business practices with market leaders, evaluate partnership and alliance opportunities, and gauge the climate of their markets.

"The technology business landscape is transforming at an unprecedented rate," said TBR Vice President of Research Stuart Williams. "Our clients benefit from our consistent, 'follow-the-money' focus that stimulates new thinking about how to win or helps to validate their strategies."

TBR will present webinars covering 13 research portfolio areas: business intelligence (BI) and analytics, enterprise networking, cloud, data center, devices, digital, IT services, management consulting, software, telecom operators, telecom vendors, public sector IT services, and healthcare IT services. Webinars are approximately one hour long and include time for a Q&A session after the analyst presentations, enabling attendees to ask personalized questions.

Interested participants can register for the TBR webinars at tbrevents.webex.com, or click the links below to register for individual webinars.

- March 26 [Rise of the SaaS-led ad tech vendor](#)
- April 8 [2+2=5: Software and services vendors partner to drive client outcomes through business intelligence](#)
- April 9 [A battle between creativity and strategy: Insights from TBR's Digital Marketing Services Benchmark](#)
- April 14 [Seeking new avenues for growth: Insights from TBR's Enterprise Networking Market Forecast](#)
- April 15 [Public cloud market: How leading vendors address evolving customer demand](#)
- April 16 [Rise, fall or be acquired: Insights from TBR's BI Software Vendor Benchmark](#)
- April 22 [Internet of Things: Opportunity and confusion](#)



April 29	Future storage: The rise of flash and the downfall of disk
April 30	In the race from the bottom, which IT services vendors will reach the top in 2015?
May 13	Platform tectonics
May 14	Data center convergence: Infrastructure transformation shifts go-to-market strategies
May 19	5G reality vs. hype
May 20	Shifting from body- to mind-type levers: Insights from TBR's Global Delivery Benchmark
May 21	AETs will change the way customers spend their security budgets
June 9	Disruptive technologies and consumer-centrism drive innovation and transformation in healthcare IT
June 24	Data center (r)evolution: The growing impact of software-defined infrastructure
June 25	Wi-Fi First market update

For more information about TBR's webinars please contact Marketing Coordinator Justin Surgent at justin.surgent@tbri.com or 603.758.1871, or Vice President of Sales James McIlroy, at mcilroy@tbri.com or 603.758.1813.

ABOUT TBR

Technology Business Research, Inc. is a leading independent technology market research and consulting firm specializing in the business and financial analyses of hardware, software, professional services, telecom and enterprise network vendors, and operators. Serving a global clientele, TBR provides timely and actionable market research and business intelligence in formats that are tailored to clients' needs. Our analysts are available to further address client-specific issues or information needs on an inquiry or proprietary consulting basis.

TBR has been empowering corporate decision makers since 1996. For more information please visit www.tbri.com.

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