



DataNews

VIRTUAL ROUND TABLES

(VIRTUAL) ROUND TABLES – **CONCEPT**

Data News organizes virtual round table discussions in which you will have a voice to clarify your vision on topics chosen by our editorial staff

You delegate one expert who will provide input from his own point of view regarding the chosen topic

A few days before the Round Table your expert will receive a short briefing with the questions of our journalist

We publish the content as a native article in Data News magazine who is also available in PDF version for subscribers

We rewrite this content especially for you towards a dedicated partner content and enriched with your edited video for the dossier on the website

TIMING

Feb '22

April '22

June '22

Sep '22

Oct '22

Dec '22

- Data: from data volume to data quality
- Dealing with compliance

- Connectivity is core for every business
- Generative AI / Synthetic Data

- Digital Transformation: the need for speed
- Low code & no code: IT on autopilot

- The right data center for your business' needs
- The rise of cloud-native platforms and a cloud-first business approach

- 5G is real
- How to embrace sustainability

- Next-gen Security
- How the Hybrid Workplace is enabling Distributed Enterprises



The rise of cloud-native platforms and a cloud-first business approach

The data center is where on-premise infrastructure, cloud and edge computing find a common ground

'Big tech' is stepping up its efforts in rolling out additional datacenters in different regions and marketing's including Belgium, but local players are doing so as well

While some organisations feel that on-premise infrastructure might still be the way to go for their business

So what are the challenges and opportunities for the data center?

The future ready data center provides a simple and flexible infrastructure that is capable of responding to market changes and disruption. So how does that translate into technology, infrastructure and facilities?





The right data center for your business' needs

Gartner believes that cloud-native platforms, which leverage cloud technology's essence to offer IT-related capabilities as a service for technologists, will provide the foundation for most new digital initiatives by mid-decade

Are we really moving towards a 100% cloud-native future?
Does all new development need to be cloud-native by default?
Is cloud-first always the best strategy?
What's the alternative for the current obsession with cloud?

And what about cost efficiency and the risk of lock-in?
Not to mention other topics like data governance, regulation, compliancy and privacy?

Many questions, and hopefully a lot of insightful answers around the table





Data: from data volume to data quality

Data is the raw material of your business processes
Not data volume as such truly makes the difference, but data quality does

What are the challenges and opportunities in data management and data governance?

Effective data governance ensures that data is consistent and trustworthy and doesn't get misused
But data governance can also help to fuel business innovation; if you do it properly

What are best practices and what could be the killer strategy for companies?





Dealing with compliance

Sure, there's more to data compliance than GDPR
But why should you bother?

Challenges, risks and opportunities: what is lurking beneath the surface of data compliance?

How do you ensure effective data privacy protection in an uncertain world?

Modern governed enterprise analytics could be a key to success, if you know about the caveats

In this roundtable discussion we hope to learn about those caveats and how to avoid the pitfalls



5G is real

5G offers capacity, speed, near-zero latency: what does that mean in reality?

How exactly will 5G transform business, industries and society?

What are the use cases today?

Can Belgian companies already benefit from private 5G? And

what does the 5G roadmap look like, in terms of legislation as well as deployment?

In this discussion we hope to learn about the benefits that 5G already brings to the table and, moving forward; will eventually have to offer





How to embrace sustainability

The carbon footprint of IT is growing year by year
At the same time, technology is essential to reduce global CO2 emissions

What can companies do to embrace sustainability and how can IT help them to do so?

And what are your own sustainability goals and commitments on the short, mid and long term, and how are you trying to fulfil them?





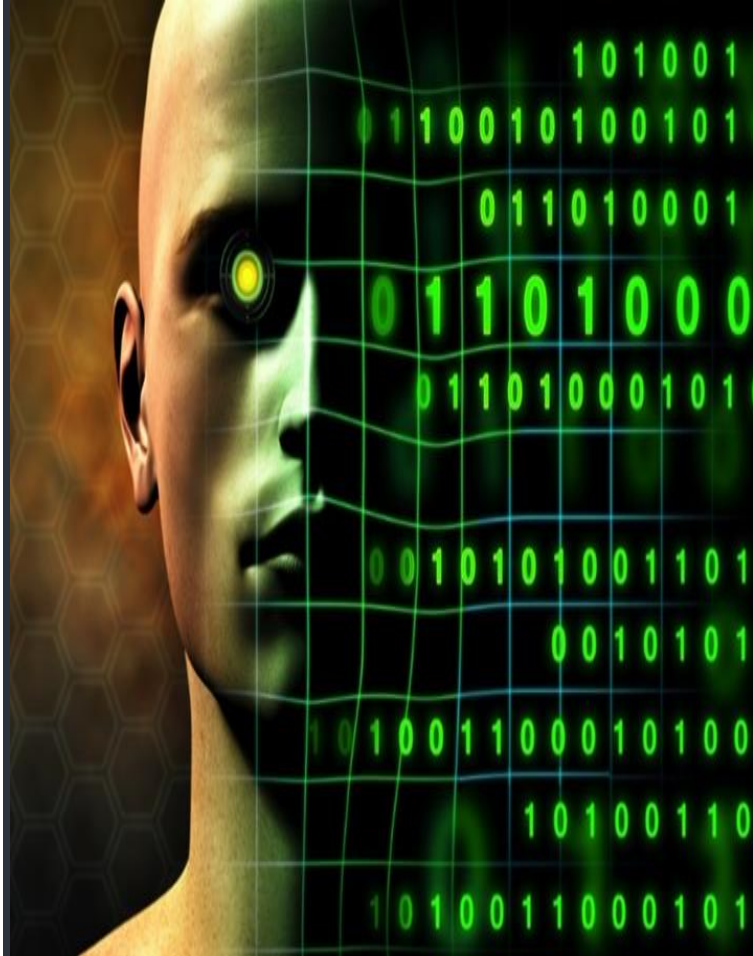
Connectivity is core for every business

Everything nowadays depends on connectivity: so you better make sure your connectivity solutions are reliable, have a high availability and are future-proof for your type of business

Where are we today and what are the risks, challenges and opportunities of tomorrow?

The connectivity industry focuses on 5G and fiber: do alternatives exist and which advantages do they offer?





Generative AI and Synthetic Data

What's the future of Artificial Intelligence and the Machine Learning subset?

What are the challenges and opportunities for businesses today? What can we learn from the rise of synthetic data?

Does it offer a solution for various challenges related to privacy, like industry analyst tend to believe?



Next-gen Security

The more we depend on technology, the more we depend on the strength of IT security

We probably don't have to tell you that next-gen security isn't perimeter based anymore

But are Belgian companies already convinced?

What's the current state of security in our country?

What are the current risks and challenges?

What's new in security management?

We can't wait to learn about the answers from cybersecurity specialists and experts around the table



How the Hybrid Workplace is enabling Distributed Enterprises

The hybrid workplace is here to stay, I think we all can safely agree on this

Traditional office-based organizations are thus evolving into more distributed organizations with geographically dispersed employees

How do you tackle the impact on HR management, leadership, recruitment?

And what about the ongoing war for talent in a business environment with increasingly more distributed enterprises?

How do companies find the right balance to make the hybrid workplace work?





Digital Transformation: the need for speed

Digital transformation is an ever-ongoing-project
It has accelerated more then ever though, fuelled by the covid-19 virus which sparked the need for additional or further improved digital workflows

Where are we with digital transformation today?
Where do we find the most impressive progress?
Is it to be found in specific verticals and use cases?
What are lessons learned from the past couple of years?

And even more important, moving forward: how can you grab the momentum created by covid-19 and don't give in on the speed of digitization?





Low code & no code: IT on autopilot

Citizen developers build new applications using low code and no code tools

IT infrastructure is increasingly based on fully automated self-healing systems

It almost seems that IT is evolving into systems running on autopilot

Is that a plausible future of where IT is heading to?

And are low code & no code platforms already mature enough for large scale deployments?



(VIRTUAL) ROUND TABLES – DATA & DEADLINES

- + **The right data center for your business' needs:** 10/01/2022
- + **The rise of cloud-native platforms and a cloud-first business approach:** 11/01/2022
- + Publication: magazine 22/02/2022 - online 28/02/2022
- + Deadline reservation 20/12/2021

- + **Data: from data volume to data quality 14/03/2022 – Dealing with compliance:** 15/03/2022
- + Publication: magazine 28/04/2022 - online 05/05/2022
- + Deadline reservation 28/02/2022

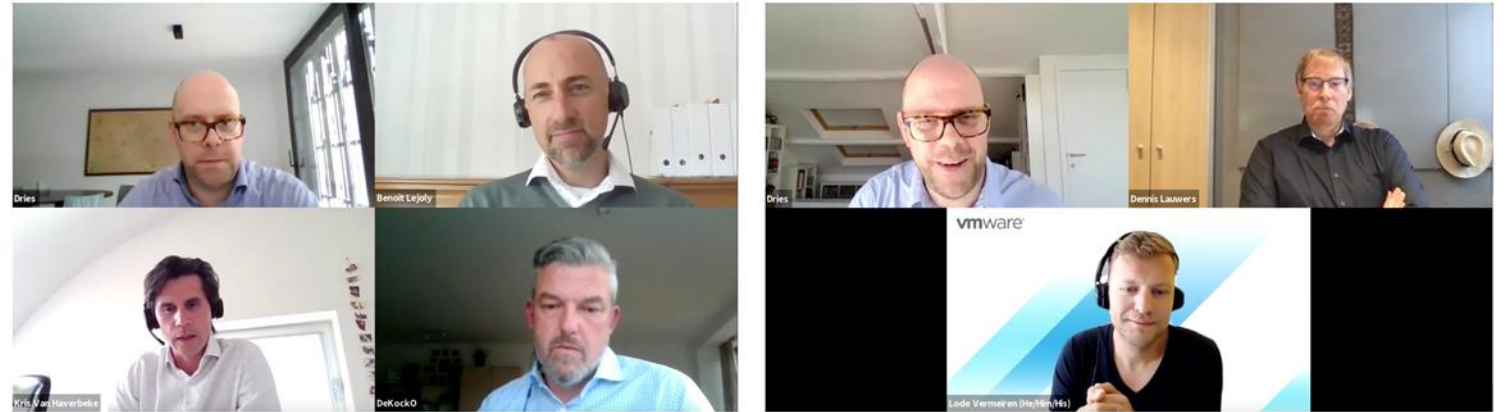
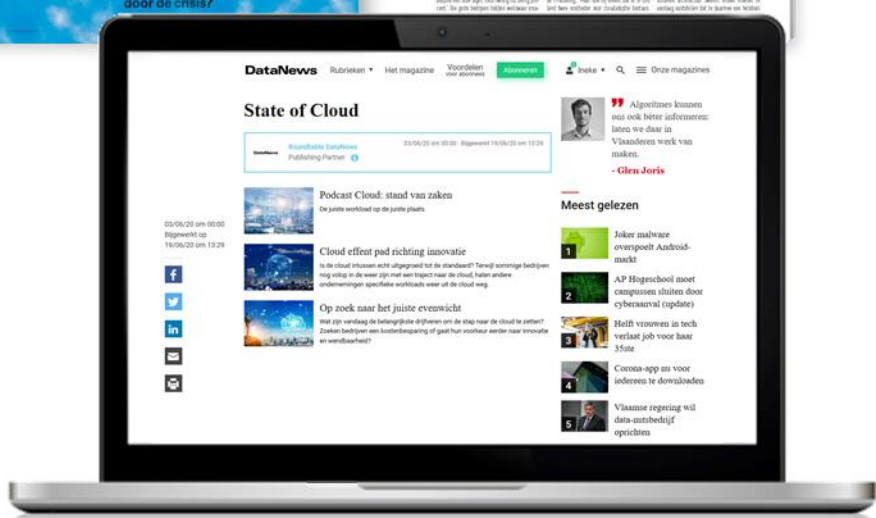
- + **5G is real:** 11/04/2022 – **How to embrace sustainability:** 12/04/2022
- + Publication: magazine 02/06/2022 - online 06/06/2022
- + Deadline reservation 28/03/2022

(VIRTUAL) ROUND TABLES – DATA

- + **Connectivity is core for every business:** 08/08/2022 – **Generative AI and Synthetic Data:** 09/08/2022
 - + Publication: magazine 20/09/2022 - online 26/09/2022
 - + Deadline reservation 25/07/2021
- + **Next-gen Security:** 12/09/2022 – **How the Hybrid Workplace is enabling Distributed Enterprises:** 13/09/2022
 - + Publication: magazine 25/10/2022 - online 31/10/2022
 - + Deadline reservation 25/07/2022
- + **Digital Transformation: the need for speed:** 17/10/2022 – **Low code & no code: IT on autopilot:** 18/10/2022
 - + Publication: magazine 01/12/2022 - online 07/12/2022
 - + Deadline reservation 03/10/2022

(VIRTUAL ROUND TABLES- CONCEPT

- One central theme per round table
- Engaging discussions, conversations and testimonials guaranteed



(VIRTUAL) ROUND TABLES – PRACTICAL INFORMATION

Host & organization

Roularta provides a journalist

Preparation

Every participant receives a short briefing in time

Location

Zoom meeting

Number of participants

Maximum 4 people

Publication

Included: print publication → volume depends on the number of participants (1 page / partner)

Optional: online publication with dedicated content + video with dedicated content + global podcast

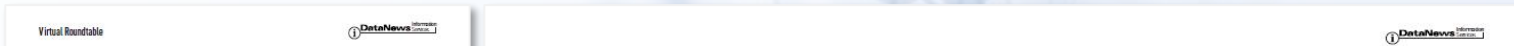
Writing, translation and lay-out of the pages by our services

(VIRTUAL) ROUND TABLES – PRINT OUTPUT

CONDITIONS

- Fixed lay-out
- Logo 'Information Services powered by ' Data News
- No Partner logo
- No commercial content
- Fixed flow Roularta (retroplanning, ...)

A4 page report in the magazine (number of pages depends of the number of participants)

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Cloud: stand van zaken

“DE JUISTE WORKLOAD OP DE JUISTE PLAATS”

Is de cloud intussen echt uitgegroeid tot de standaard? Terwijl sommige bedrijven nog volop in de weer zijn met een traject richting cloud, halen andere ondernemingen specifieke workloads weer uit de cloud weg. Tijdens een virtueel roundtablegesprek maakte DataNews een stand van zaken op met Accenture, Dell en Fujitsu.

Waar we een goede bestelling maken van de afzet van de cloud in de huidige bedrijfstijd, dat lijkt wel een beetje van de toekomst. Toch is de cloud nog steeds in opmars, ook al worden we nu al geconfronteerd met de vraag of de cloud wel de juiste plek is voor onze business. Het is een goede vraag, want de cloud is nu al een van de grootste uitdagingen op de werkvloer. Het is een goede vraag, want de cloud is nu al een van de grootste uitdagingen op de werkvloer. Het is een goede vraag, want de cloud is nu al een van de grootste uitdagingen op de werkvloer.

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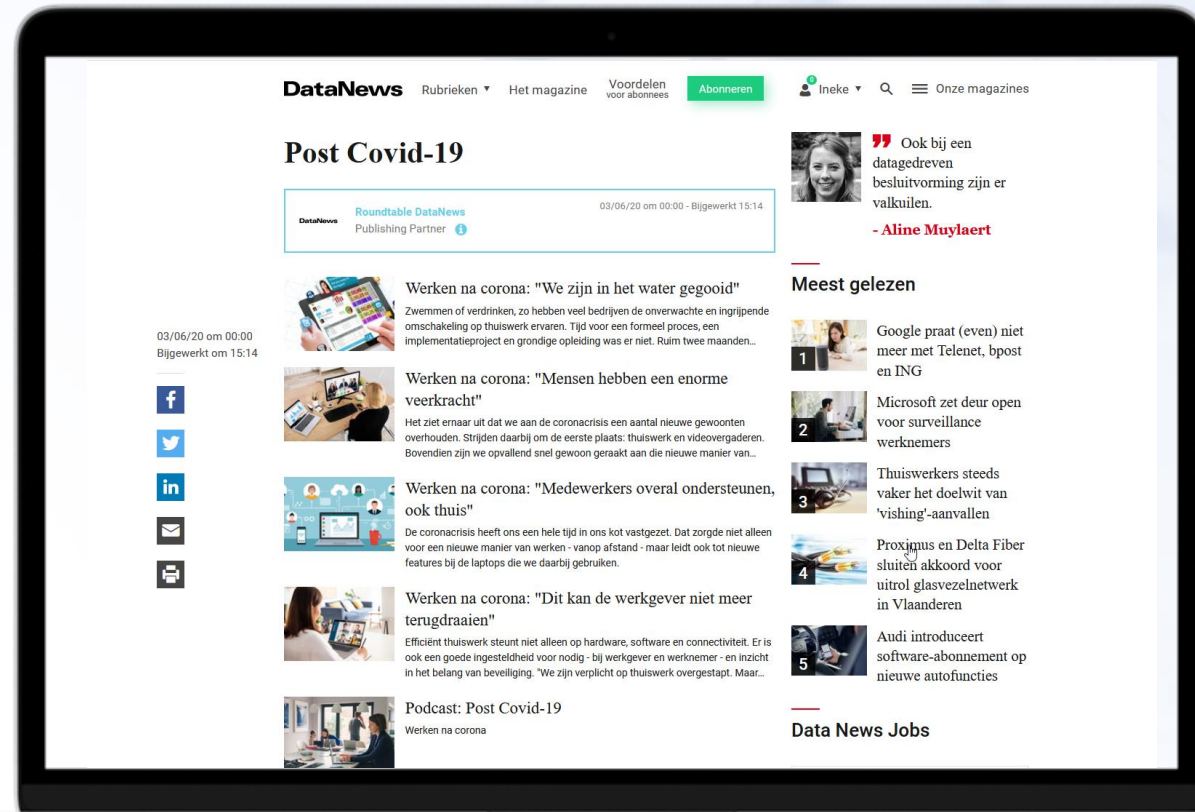
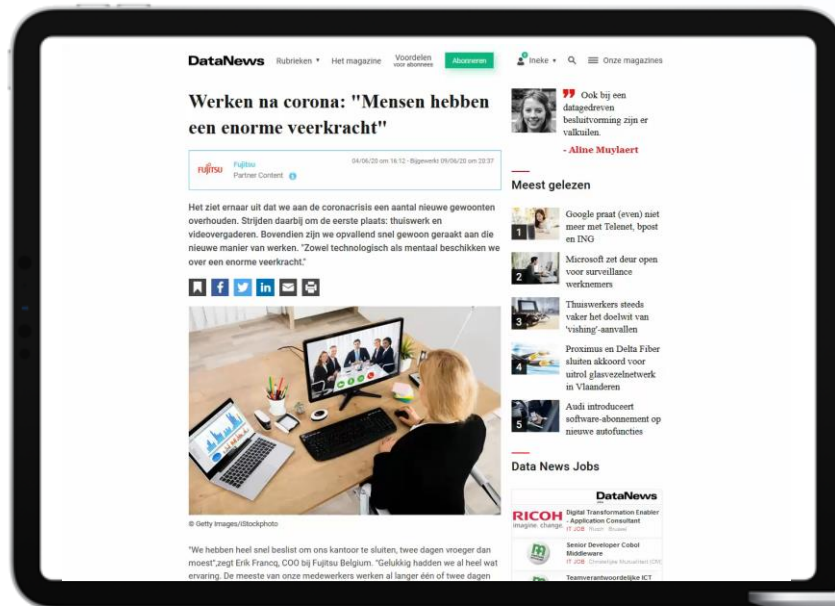
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(VIRTUAL) ROUND TABLES – ONLINE OUTPUT

- Dedicated content can be generated for each participant
- This content will be promoted online

Optional

- Dedicated partner content page, including dedicated video
- Round Table overview
- Global podcast



VIRTUAL ROUND TABLES - TRAFFIC DRIVERS

PARTNER CONTENT BOX

The screenshot shows the DataNews website interface. At the top, there's a navigation bar with 'DataNews', 'Rubrieken', 'Het magazine', 'Over ons', and 'Contact'. Below this, there's a 'cool blue' logo and a 'GRATIS GELEVERD.' banner. The main content area features several articles, including 'Coolblue Lennert is CEO of the Year 2020' and 'Wat doet Twitter tegen crypto-spam?'. A 'Partner Content' box is visible on the right side of the page, containing articles like 'State of Cloud' and 'Werken na corona'.

This is a detailed view of the 'Partner Content' box. It features a header 'Partner Content' and a sub-header 'DataNews Partner Content biedt bedrijven organisaties en overheden de toegang tot het netwerk van DataNews. De partners zijn verantwoordelijk voor de inhoud.' Below this, there are four article thumbnails: 'State of Cloud', 'Werken na corona', 'Werken na corona', and 'Werken na corona'. Each thumbnail has a title and a brief description.

CONTENT IN THE DAILY NEWSLETTER

The screenshot shows the DataNews daily newsletter. It features a header with the date 'maandag 20 april 2020'. The main content area includes several articles, such as 'Schoolplatformen SmartSchool en Bingel kampen met problemen', 'ONE FAMILY, TWO PLATFORMS ALL NEEDS', 'Meest gelezen op DATANEWS.BE', 'Virtueel terug naar school: niet genoeg laptops voor iedereen', 'Gem-mast in Peil in brand gestoken', and 'Werken na corona: "Mensen hebben een enorme veerkracht"'. Each article has a thumbnail image and a brief description.

FACEBOOK SOCIAL POST

This is a screenshot of a Facebook social post. The post is from 'Data News' and is sponsored by 'Proximus'. The text of the post reads: 'Een slim, flexibel en dynamisch netwerk is de held van elk bedrijf! Zijn voordelen: het zorgt voor een sneller en efficiënter IT-...see more'. Below the text is a large image showing a computer monitor with the text 'Software Defined Network' and 'Hier is het netwerk al de held van het bedrijf.' A small figure of a superhero is standing next to the monitor. At the bottom of the post, there are buttons for 'Like', 'Comment', and 'Share', and a 'LEARN MORE' button.

inetum.
realdolmen
Positive digital flow

proximus

accenture

everis
an NTT DATA Company

tcs
TATA
CONSULTANCY
SERVICES

eurofiber

NTT

easi

LCL
Your Data Center

MVB STIB

Sibelga
energizing the city

SOPHOS

COLRUYT
GROUP

cegeka

sas

TREND
MICRO™

BECHTLE

FUJITSU

(VIRTUAL) ROUND TABLES – BUDGET DATANEWS

Publication magazine + online

€ 10.000 (excl. BTW)

DataNews

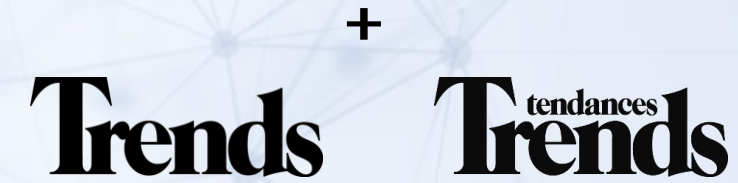
Print:

- Each partner is addressed equally in the article
- Easy life fee: organization, coordination, translation, lay-out, journalist are included

Online:

- We provide a nice article in the form of [dedicated online content + video](#)
- The article with video will be published in our [online dossier](#) which also contains the general [podcast](#)
- Min 3 weeks online traffic plan with partner content box – 1 newsletter insert – 700 guaranteed page views
- Social push via sponsored Facebook campaign
- Retargeting of all readers of your digital article (1 month)

(VIRTUAL) ROUND TABLES – BUDGET OPTIONAL ADDING TRENDS - TENDANCES



Optional publication online – Trends.be/TT.be

€ 5.000 (excl. BTW)

- Digital article + traffic plan € 2.875 (offer incl. – 50% discount – groos media = € 6.125)
- Realization cost (copy-paste datanews article) = € 250
- Social Boost (mandatory) € 1.000
- Retargetting of all readers of your article (1 month) € 875
- Min 2 weeks online – advertorial box, newsletter, social media – min 1.750 page views guaranteed

Optional publication print – Trends/Trends-Tendances

€ 6.300 (excl. BTW)

- Article right page in section “het nieuwe ondernemen”: € 5.550 (offer incl. – 50% discount – gross media = € 11.100)
- Realization fee (reworking online article to print) = € 750



For more information:

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