

SiliconANGLE Media, Inc.

Company Overview & Capabilities



Data Driven

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SiliconANGLE Media, Inc.

Why, What and How

Why SiliconANGLE? The founders of SiliconANGLE and Wikibon set out to create a new type of information company that creates high **quality** information in **real-time** using cutting edge **social technologies**, data and **crowdsourcing**, combined with proven “old school” methods.

SiliconANGLE Media is a modern digital content company that creates authoritative, engaging social experiences for audiences. We integrate the depth of research, the reach of publishing, the coolness of live video and insights from real-time social data to create unique interactions for both audiences and brands.



Wikibon
RESEARCH TEAM
Premium.wikibon.com
@Wikibon



theCUBE
VIDEO TEAM
Siliconangle.tv
@theCUBE



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EDITORIAL
SiliconANGLE.com
@SiliconANGLE

Our Senior Team of Thought Leaders



John Furrier
*Co-CEO, Chief
Data Scientist*
@Furrier



David Vellante
*Co-CEO, Chief
Research Officer*
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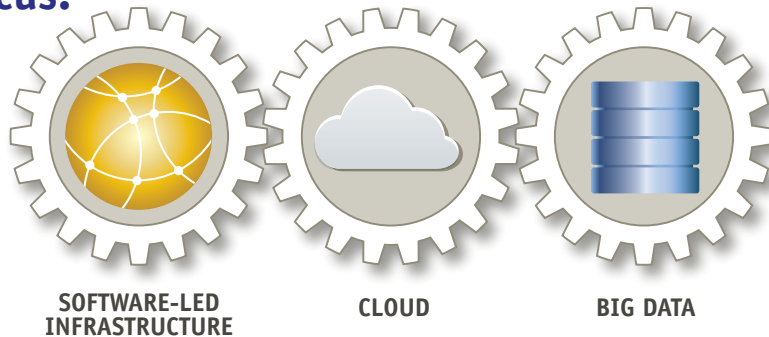
Our analysts work as a team and in concert with the community to understand today's technologies.

Wikibon

Why Wikibon?

Our Wikibon research analysts work in concert with *our community* to understand disruptive trends and their relationship to technology shifts in the Enterprise. Wikibon analysts regularly publish industry analysis on breaking news and market developments.

Our Research Focus:



Some Notable Research Firsts

- ✓ First to define, size and forecast the Big Data market
- ✓ First to publish market shares for Big Data markets
- ✓ First Hadoop and NoSQL market sizing
- ✓ First to quantify the TAM for converged and hyperconverged infrastructure
- ✓ Created the concept of ServerSAN — first to quantify this market
- ✓ First to forecast (2008) that flash would obsolete “high performance” spinning disk drives
- ✓ First to forecast (2014) that flash will be cheaper than ALL spinning disk by 2016
- ✓ First to quantify private v public cloud costs
- ✓ First to describe the architecture of software-led infrastructures



Wikibon
RESEARCH TEAM
Premium.wikibon.com
@Wikibon

Ask us about Wikibon Premium to receive all of our in-depth surveys, forecasts, analyst research, and articles.

Premium Research

- Big Data Vendor Revenue and Market Forecast
- Hadoop Vendor Revenue and Market Forecast
- Server SAN Revenue and Market Forecast
- Big Data Adoption Survey
- NoSQL Vendor Revenue and Market Forecast
- Big Data Manifesto
- Big Data and the Internet of Things



theCUBE
VIDEO TEAM
Siliconangle.tv
@theCUBE

What is theCUBE?

- theCUBE is the leading live interview show covering enterprise technology and innovation and is referred to as the **“ESPN of Tech”**
- theCUBE is an independent media and research platform for connecting thought leadership to an **engaged business technology audience**
- theCUBE has a fully staffed team and **mobile studio** that produces live at technology events and inhouse
- Live programming broadcasts over the internet in HD on various social media outlets with **25,000-100,000 views per day**
- Embed links and URLs are provided to our show hosts, sponsors, and guests for them to use as they wish. We also have all **videos available on demand** at our site

How can you leverage theCUBE?

- Bring us to your event!
- Announce your press releases and news via theCUBE

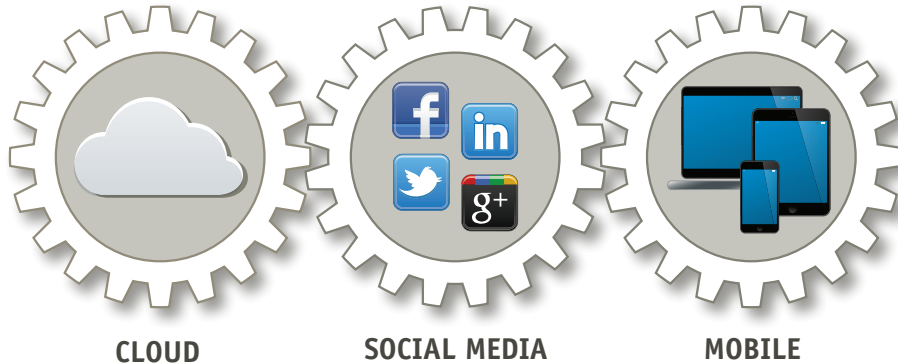
siliconANGLE

What is siliconANGLE?

An independent media company that provides up to the minute technology news and commentary. SiliconANGLE is where computer science intersects with social science.

SiliconANGLE **reaches over 200,000** technology professionals daily.

Our Editorial Focus:



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Our Community



The **Wikibon Community** is made up of **25,000 IT Practitioners**. 70% of members are managerial and 30% are technical. The community represents 80% of the Fortune 500 and has influence over billions of dollars in IT services.



There have been over 3,000 live interviews on **theCUBE**. Our community enjoys our live online TV stream. **TheCUBE's single day record for views is 800,000 views.**



SiliconANGLE has a strong community who go to their site daily for editorial insights and to view new cube TV shows. **SiliconANGLE reaches over 200,000 technology professionals daily.**

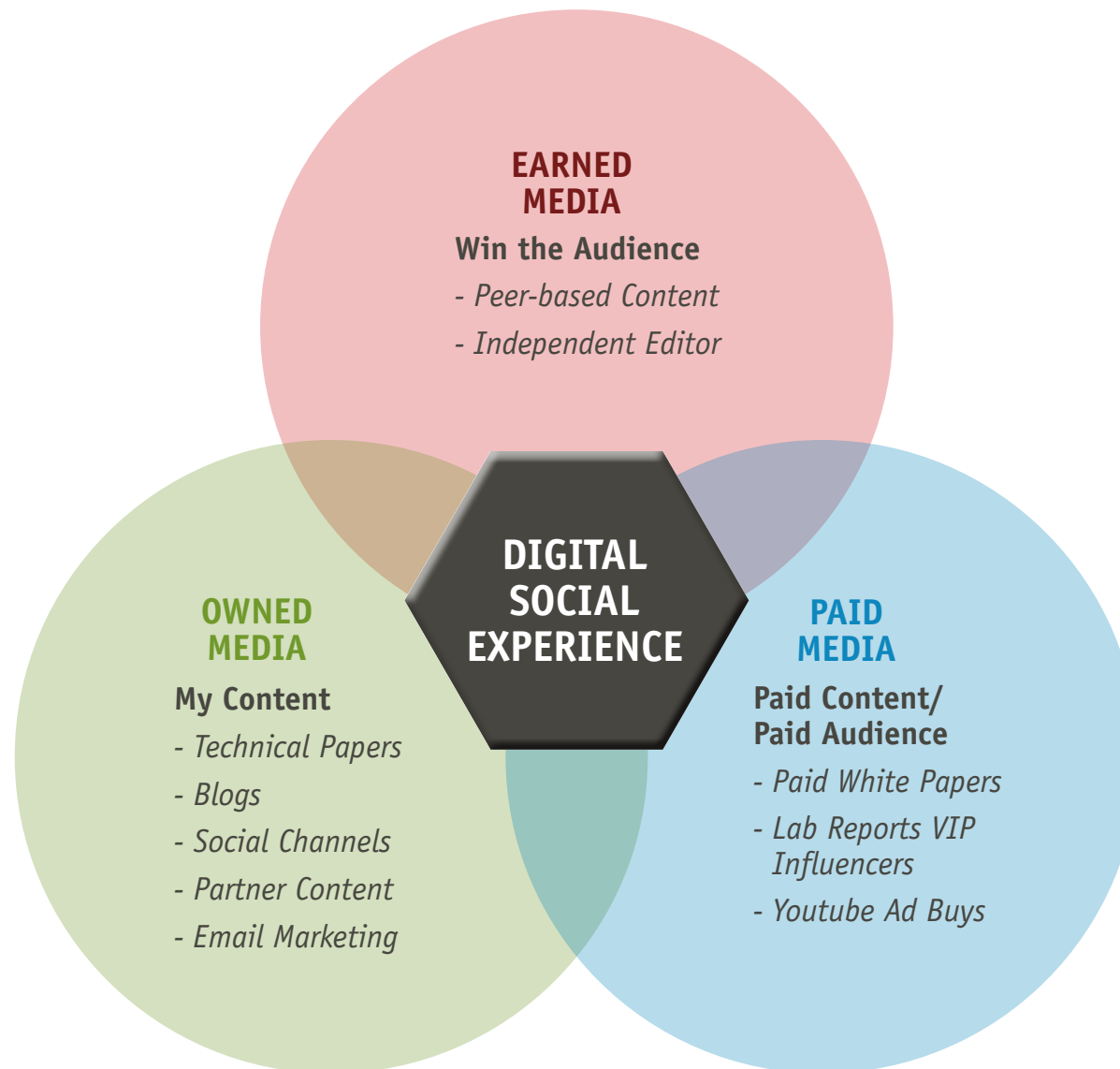
Total Twitter community: 92,000 followers

“Wikibon has been very helpful in providing insightful analysis of the markets; however; their ability to help amplify our message via the Cube and SiliconAngle has been very effective for us in developing business and branding.”

—Tim Kraft
CEO enCapsa



The Digital Experience Hub



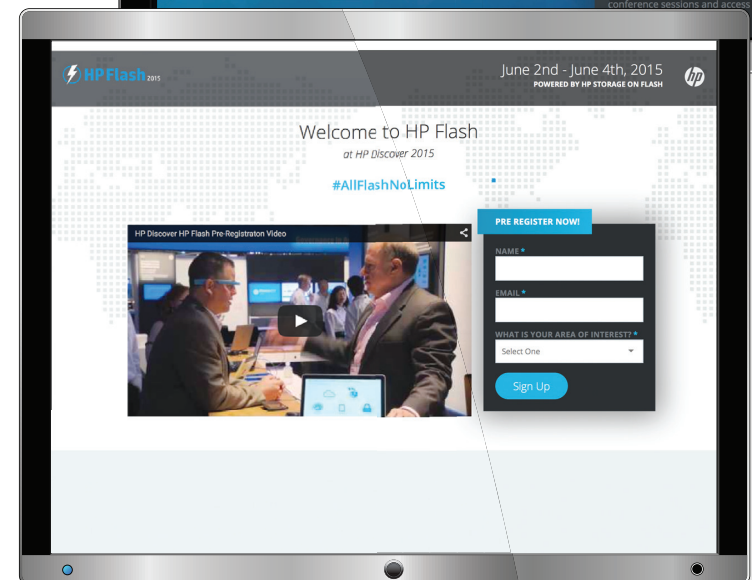
The Digital Experience Hub (cont'd.)

Features

- Rich, integrated content, video, blogs, social data and trending stories
- Integrated Crowd Chat application
- Influencer leader board with identification of influence activity and reach
- Premium content repository (with login credentials = lead gen)
- Integrated analytics

Benefits

- One stop event hub to drive audience acquisition
- Delivery of messaging to broader audience
- Demonstration of social reach
- Lead generation machine



Marketing & Research Solutions

Custom content marketing to meet every need and every budget

Cube Event Services – theCube is a live video and social amplification machine. We offer multiday and single day events, where the client can create unique branding experiences with live TV and Video



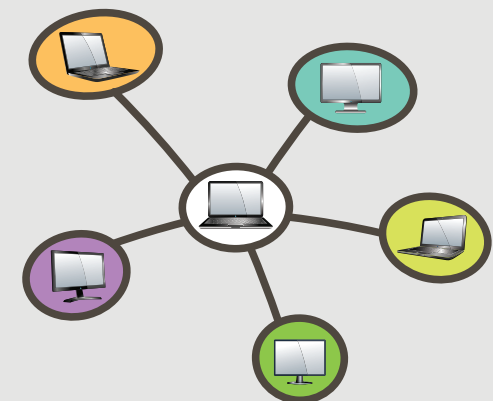
Cube Spotlight – remote Cube production for product announcements and customer outreach

Cube Segments – participation at one of many Cube events as a segment sponsor (theCube broadcasted from over 80 events in 2014)

Research Services – forecast & surveys, peer insight, custom case studies, webinars, strategy sessions, speaking engagements

Custom Content – Wikibon offers consulting services to assist clients in expanding marketing reach, especially on topics of emerging importance that require compelling economic arguments

Content Syndication – the community is constantly searching for useful content to evaluate products and solutions. We will host content that drives maximum viability of your assets and captures lead data for your target audience



Our Clients Include



KEY CONTACTS

DIRECTOR OF SALES

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