

THE STATE OF DATA & AI 2027

ADOPTION, PRIORITIES & CHALLENGES

2027 MARKET STUDY SPONSORSHIP PROSPECTUS

ABOUT THE STUDY

Investment in data and AI is accelerating, but many organizations still struggle to prepare data, scale initiatives, manage governance, security, and costs, and demonstrate measurable value.

This study will examine:

- Modern data foundation adoption and maturity
- Generative and agentic AI investment and adoption
- Enterprise information readiness and progress from experimentation to production

Based on insights from organizations worldwide, the research will reveal key enterprise data and AI priorities, challenges, and success factors for 2027.

RESEARCH PLAN

KEY SURVEY FOCUS AREAS

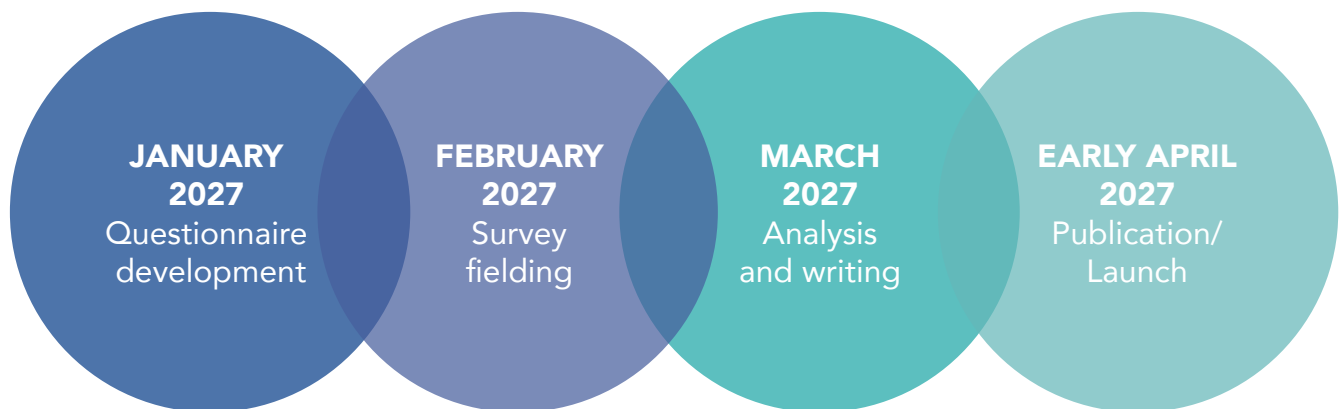
- Business Drivers & Investment
- Generative & Agentic AI
- Modern Data & AI Readiness
- AI-Enabling Technologies
- Pilot-to-Production Progress
- Outcomes & Success Factors

RESEARCH AUDIENCE

Senior data, AI, analytics, architecture, and technology professionals involved in setting strategy, evaluating solutions, influencing investments, and implementing enterprise initiatives.

CIO/CDO | Data & AI Leaders | Architects | Analytics Leaders | Technology Decision-Makers

SURVEY TIMELINE



Sponsors confirmed by early January will have an opportunity to provide input on the research topics and questionnaire while maintaining the independence and integrity of the study.

SPONSORSHIP OPPORTUNITY

WHY SPONSOR?

ESTABLISH THOUGHT LEADERSHIP

Align your company with original research on the priorities shaping enterprise data and AI. Position your organization as a trusted resource for companies navigating modernization and AI adoption.

BUILD BRAND VISIBILITY

Feature your company logo prominently on the report cover and within the report. Share your expertise and solutions through a dedicated 675-word company perspective.

GENERATE QUALIFIED LEADS

Reach more than 200,000 AI, data, and technology professionals through DBTA's

promotional channels. Receive a minimum of 300 qualified North American leads generated by report downloads.

DELIVER MARKET INTELLIGENCE

Use original research to help buyers benchmark their progress, validate priorities, and make informed investments. Apply the findings to sales conversations, campaigns, and customer education.

EXTEND YOUR INVESTMENT

Receive unrestricted digital and hard-copy reprint rights. Use the report across lead generation, sales enablement, events, social media, and account-based marketing programs.

SPONSORSHIP AT A GLANCE

200,000+

AI, data, and technology professionals

300

Qualified North American leads guaranteed

675 Words

Dedicated company perspective

4

Sponsorships available

DISTRIBUTION AND PROMOTION

The completed report will be promoted through DBTA's website, dedicated email campaigns, newsletters, social media channels, and other digital marketing programs. Sponsors will receive ongoing lead reports throughout the promotional campaign.

SPONSORSHIP INVESTMENT \$9,000 Per sponsor | Limited to four sponsors

PACKAGE SUMMARY:

- Prominent report branding
- Dedicated 675-word company perspective
- Minimum of 300 qualified North American leads
- Unrestricted digital and hard-copy reprint rights
- Input on research topics and questionnaire

FOR ADDITIONAL INFORMATION

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database
TRENDS AND APPLICATIONS

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RESEARCH