BUILDING AN ERP STRATEGY FOR LONG TERM SUCCESS

What’s next for the ERP industry? Top trends to look out for in 2023

Hosted by Industry Analyst, M. Simon, Ph.D. on January 5, 2023

Let’s talk: In the last few years, we’ve seen many changes in the ERP industry. With the rise of cloud-based solutions and the increasing demand for flexibility and scalability, companies are re-evaluating their strategies. In 2023, we can expect to see a shift towards more cloud-native ERP solutions, with a focus on integration and connectivity. The importance of data privacy and security will continue to grow, as companies look for ways to protect their sensitive information. Additionally, we may see a rise in the adoption of artificial intelligence and machine learning, which can help companies make more informed decisions. As technology evolves, so too will the ERP landscape. It’s an exciting time to be in the industry, and we can look forward to many interesting developments in the coming year.
WE HAVE BEEN IN THE HEART OF THE ERP INDUSTRY FOR THE LAST DECADE.

ERP Industry is deep-sea, but the resources and advertising channels are just that limited. When we first realized the hunger for a rich resource about the ERP industry in 2010 our dream was to build such a platform that would be a reference guide to decision-makers with a strong social media network. This could only be possible if we shared the most accurate and reliable content with our readers. Today ERP NEWS evolved into one of the top online platforms focusing only on the ERP Industry. Over the past decade, ERP NEWS has expanded its global network and reach by following every development closely in the enterprise software industry.

And in 2019 we have added ERP NEWS Magazine to our digital media portfolio which is also continuing to reach out to a worldwide audience. It provides in-depth coverage of ERP technology and product developments. ERP News Magazine is also a unique platform where you can find a compilation of responses from industry experts who contributes to the magazine every month.

Today, leading ERP vendors and partners rely on ERP NEWS to boost their brand in the market using all the digital channels of ERP NEWS. We also create strategic marketing and communication solutions for ERP Vendors. Content creation, SEO, Social Media Promotion are among our expertise.

ERP News is the biggest news and information platform about ERP where the ERP vendors can be visible to the right audience who are trying to make the right choice for them organizations. If you are an ERP vendor, you should not get lost in the huge technology world when you advertise. If you want to focus on the right audience, our team can prepare the most effective brand campaigns in which you can generate leads for your products.
# Top Job Functions

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>15.6%</td>
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<tr>
<td>Business Development</td>
<td>14.3%</td>
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<tr>
<td>Information Technology</td>
<td>9.7%</td>
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<tr>
<td>Sales</td>
<td>9.7%</td>
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<tr>
<td>Engineering</td>
<td>7.3%</td>
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<tr>
<td>Operations</td>
<td>3.8%</td>
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<tr>
<td>Consulting</td>
<td>3.5%</td>
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<tr>
<td>Arts and Design</td>
<td>3.3%</td>
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<tr>
<td>Research</td>
<td>3.3%</td>
</tr>
<tr>
<td>Media and Communication</td>
<td>3.2%</td>
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</tbody>
</table>

Our audience is decision-makers, IT professionals, innovators, engineers, and thought leaders.

# Top Company Sizes

- 201-500 Employees: 8%
- 10,001+ Employees: 5.1%
- 501-1000 Employees: 12%
- 1-10 Employees: 2.2%
- 5001-10,000 Employees: 25.3%
- 11-50 Employees: 10.2%
- Others: 14.8%
OUR Services

01 Digital Advertising
02 Content Solutions
03 Vendor Voice
04 Premium Website
05 Monthly Magazine
We serve a rapidly growing community of highly educated decision-makers, IT professionals, innovators, engineers, and thought leaders and we enlighten the world of ERP business for them. You can use our digital advertising programs to become visible to our target audience so that you can connect with the right buyers.
Digital Advertising 01

**REQUIREMENTS**

For images; artwork should only be sent as an animated .png or .jpeg file, 72dpi, RGB format and less than 200kb. in size. Please provide a link to the destination page. For the native ads, please provide company name, text, headline of up to 45 characters in length including spaces and link to the destination page.

**PRICE LIST**

1. **HEADER BANNER**
   - 728 pixels (w) x 90 pixels (h) (desktop)
   - $3,500/3-months, $6,000/6-months, $10,000/12-months

2. **MIDDLE BANNER**
   - 728 pixels (w) x 90 pixels (h)
   - $2,000/3-months, $3,500/6-months, $6,000/12-months

3. **SIDEBAR BANNER**
   - 300 pixels (w) x 340 pixels (h)
   - $2,500/3-months, $4,500/6-months, $8,000/12-months

4. **NEWS FEED AD**
   - 740 pixels (w) x 415 pixels (h)
   - $2,500/3-months, $4,500/6-months, $8,000/12-months

5. **YOU MAY LIKE AD**
   - 320 pixels (w) x 180 pixels (h)
   - $2,000/3-months, $3,500/6-months, $6,000/12-months
ERP News offers many different options for you to effectively position your brand in the ERP industry. We are well aware that how the decision-makers act during their purchasing process and it is in your hands to use our expertise to influence the buyers during their selection journey.

Don’t lose time! Publish your unique content on our platform and promote your content in our digital channels to become thought leaders in the industry.

Article/Press Release Publication + Push Notification: $99
Would you like to be a part of our Vendor Voice platform and stand out in the ERP industry?

As an ERP Vendor or a partner, you can share the latest news, product innovations, interviews, and success stories on your own microsite, and position your company as an authoritative source for your area of expertise. Just be a Part of it and boost your industry presence with Vendor Voice!
Enterprise Resource Planning Software supports innovation by driving changes and improvements in business process, so it is critical to ensure that ERP software solutions evolve constantly to enable businesses to further innovate. ERPNews Magazine was born to shed a light on this constantly innovating industry of ERP, but it has also turned into a community that brings the software vendors, partners, and businesses together.

Every month, ERPNews Magazine complies the most up-to-date news, and success stories about the ERP industry and several responses and articles from industry experts to enlighten your ERP journey. ERP News Magazine includes the latest innovations, experiences of other businesses, writers, and industry leaders, and much more and it continues to be a platform that grows and evolves every month!

You can contribute to our magazine with your thoughts on the ERP industry or we can create content for you! You can also advertise in ERP News Magazine to make your company visible in the ERP World.

So be a PART of it and contact us!
e-Magazine Ads

1. FRONT COVER
   210mm (w) x 297mm (h)
   $2,500

2. INSIDE FRONT COVER
   210mm (w) x 297mm (h)
   $1,750

3. DOUBLE PAGE SPREAD
   20mm (w) x 297mm (h)
   $1,500

4. FULL PAGE
   210mm (w) x 297mm (h)
   $1,000
Digital Marketing Packages

**Basic**
3-months
- 1 x Banner Ad Package
- 1 x e-Magazine Full Page Ad
- 1 x Product Review
- 1 x Article

$3,000

**Super**
3-months
- 1 x Banner Ad Package
- 1 x e-Magazine Double Page Ad
- 1 x Product Review
- 3 x Articles

$4,000

**Pro**
3-months
- 2 x Banner Ad Package
- 1 x e-Magazine Front Cover
- 1 x Product Review
- 1 x Interview
- 2 x Articles
- Vendor Voice Membership

$6,000
## Editorial Theme

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<th>Editorial Theme</th>
<th>Question of the Month</th>
<th>Ad Close</th>
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<td>Building an ERP Strategy for Long Term Success</td>
<td>What are the key elements of a successful ERP strategy?</td>
<td>01.20.2023</td>
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<td>What are the pros and cons of Low-Code / No-Code platforms?</td>
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<td>Benefits of Mobile ERP</td>
<td>Why Is Mobile ERP critical to Manufacturing and Distribution?</td>
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<td>What are the top benefits of having a two-tier ERP system</td>
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<td>Benefits of Integrating ERP with IoT</td>
<td>How IoT is used in ERP?</td>
<td>10.20.2023</td>
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from all around the world