

## OPEN MIKE FRIDAY

*Sponsorship Program*



### Be a leader by showing your support.

Sponsoring Open Mike Friday (OMF) is an effective way for you to increase visibility and position your company as a valuable resource and thought leader.

As the **most popular channel** on our new member site, OMF sponsorship puts squarely in front of the community and reinforces your commitment to industry dialogue and education.

**Pricing:** \$2,500/yr.

Take a look at the last 4 weeks of channel activity:

From October 15, 2018 to November 11, 2018

Channels			
		All Activity	Views
1	Home	1037	991
2	Open Mike Friday Schedule	658	481
3	TraceRx Wiki	361	307
4	Experts	163	119
5	Previously on Open Mike Friday	130	104

2<sup>nd</sup> most visited channel

**WHAT YOU GET...**

# OPEN MIKE FRIDAY

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### 1. LOGO SITE'S MAIN HOMEPAGE

Guest (Sign In) Search everywhere en

## C4SCS Community

Home Sponsor Resources Members Forums Communities Tune In Join Now

# Welcome

We created this space as a way for you to stay connected, informed and engaged with the community. It's a place where relationships are fostered, ideas are nurtured and innovation could be just around the corner.


**StayCURRENT**  
Up-to-date weekly news

**BE A SPONSOR**  
Support essential programs

**MAKE CONNECTIONS**  
Join member conversations

**JUST VISITING?**  
Take a peek at Membership

**C4SCS Sponsors**



Ask our Member Experts

Recognized by this community as experts in their fields, these members have made themselves available to all of us for their insights and feedback on ongoing topics. So, reach out to them...they're here to help.

**LATEST NEWS**

November 19, 2018  
**LINKS: November 16, 2018**  
Lizz Hosey - StayCURRENT


- Watch FDA's webcast of Public Hearing: "Future Format of the National Drug Code"
- GS1 US Launches GS1 US Rx EPCIS Conformance Testing Program
- "The latest in blockchain in healthcare" - *Forbes*' top takeaways from Distributed Health 2018
- At FutureLink '18, TraceLink plots a course for traceability beyond compliance
- FMD deadline 'not the end' of serialization process
- Mongolia to pilot national blockchain drug traceability system
- *Pharmapack Europe* reports record year for FDA approvals and...

Read More

9 Views | 0 Comments

**EVENT CALENDAR**

**Join us every Friday!**  
New guests, new topics.



[SHOW SCHEDULE](#)

[Become a Member](#)

Your logo is part of main page repeating slide show. Rotating logos stay on screen for 5 seconds.

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## 2. LOGO ON OPEN MIKE FRIDAY HOMEPAGE

The page is open and visible to all visitors (not just registered members) and is added as embedded link within various marketing and promotional activities.

- Your company logo appears in the “Supporters” section of the home page
- Logo **links directly to your sponsor page** (*detailed below*)

Guest (Sign In) Search everywhere en

**C4SCS Community** Home Sponsor Resources Members Forums Communities Tune In Join Now

Tune In >

## Open Mike Friday

Home Previously on Open Mike Friday Open Mike Friday Schedule

Join us on Fridays as we discuss a variety of subjects and welcome new guests to share their stories and insights. We'll also open the audience phone lines and let the conversation go wherever it takes us.

**UPCOMING SHOWS** (click on purple show name to register)

DATE	SHOW NAME	TIME	EXPORT
NOV 30	Blockchain, Cyber Security & Digital Identity: How it all fits	Friday 2pm -> 3pm ET	Export
DEC 07	Using Blockchain to Enhance Medical Device Safety & Quality	Friday, December 7 2pm -> 3pm ET	Export
DEC	The Fight for Chain Integrity: How a comprehensive plan can thwart the bad guys		

**SHOW SPONSORS**

- SIMUL8 CORPORATION
- CalQLogic**
- KEY3
- CENTER Supply Chain Studies

Prominent logo placement on OMF home page. Live-links to your Sponsor Page

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### 3. INDIVIDUAL SPONSOR PAGE

Your customized landing page allows you to share your company's message with members who are looking for you.

Sample Sponsor Page:

**Logo links directly to your website**

**Highlight your people**

**Your own calendar to highlight your events**

**Customize your message**

**C4SCS Community**

Home Experts Sponsor Resources Members Forums Communities Tune In

Sponsor > Sponsors >

**CalQLogic, Inc.**

The Center thanks CalQLogic for their continued support.

**WHO WE ARE**

We established CalQLogic to deploy the best of our knowledge, capabilities and our patented proprietary software technology in the data analytics and automation domain. We're a dedicated group focused on creating **viable, user-friendly solutions** that can make a real difference for your business.

**HOW WE CAN HELP YOU**

Today's top companies strive to be "data-driven," using fact-based data and analytics (and machine learning & AI when necessary) to help guide responsible internal business process decisions. We can help your organization make these informed decisions with:

- **Our Technology:** Successful AI and machine learning initiatives require robust ways of getting all the data together. CalQLogic markets TriggerWare®, a logic-based analytics and automation platform that will cut your "time to market" for data-driven solutions.
- **Our People:** Through a managed transition, our experienced team help can help you successfully define a "data-driven" strategy. We have the technical "chops" and professional expertise in data science, logic-based reasoning, machine learning, and AI to help you understand how to successfully adopt these technologies.

**DATA-DRIVEN ORGANIZATION CHALLENGES**

Decision-makers in complex data-driven enterprises face major challenges:

- Losing "situation awareness" due to data complexity;
- Inability to dynamically sense when data conditions indicate opportunity or risk;
- Tackling compliance and consistency issues in an enterprise;
- Business users need IT to be in the loop for every analytics/process change, making the process expensive and inefficient.

**The TriggerWare® Solution**

TriggerWare provides an elegant logic-based paradigm and technology with these unique features that reduce time-to-market and maintenance costs for apps by an order of magnitude, relative to creating traditional custom software:

- **Connectors:** view all, potentially disparate (structured or unstructured), data sources as simple-to-understand tables;
- **Self-service analytics via Ad-Hoc queries:** Business people directly use queries (defined in logic) over all data sources to create ad-hoc reports and analytics. This results in a huge increase in efficiency – no coding or IT intervention!
- **Logic Rules:** Stated as conditions to be monitored and alerted to those who have declared interest in those conditions, making it easy to automate processes by integrating data and tools;
- **Complex Event Correlation:** Events are data with an inherent timestamp. TriggerWare provides support for easy definition of new, complex event patterns over events. This can support event analytics.

TriggerWare provides a) Ad-hoc queries, stated in logic, over various kinds of data sources; b) rules over data sources; and c) complex event processing for any data-driven project. Developers can use TriggerWare REST APIs to build apps rapidly, reducing development costs and increasing robustness. Increasingly, these facilities are used to preparing and conditioning data to deliver machine learning or AI solutions in companies.

**Industry Validation of TriggerWare**

TriggerWare has been validated through our deployments in life sciences/pharma, supply chain management, retail, smart cities and small business analytics.

**Contact us:**

**Dr. Swamy Narayanaswamy**  
CTO/Co-Founder  
swamy@calqlogic.com

**Let's start a conversation!**

At CalQLogic, we're eager to hear from you! Tell us about your journey to the land of "data driven" digital transformation and can help you achieve your business outcomes with our people and technology.

**Our Webinars and Events**

« < November 2018 > »

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

+ Add Event

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### **Features**

### **Marketing/Promotion**

- C4SCS emails membership on how (and why) to sign up for live webcasts
- Sign-up page with details of the webinar(s) displayed prominently on C4SCS member site
- Three (3) pre-show email promotions
- Email contains your logo and will link to your sponsor page
- Post-show follow-up email to registrants and attendees with your sponsor page

*\*Depending on the subject matter, approximately 50-135 people register each week to either tune in live, or receive link to the recording to watch later at their convenience.*

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For more information or to become an **Open Mike Friday Sponsor**, please contact:

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