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News Release

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Saugatuck to Keynote ASP Forum Conference in Paris

Bill McNee to present keynote address highlighting recently published SaaS research on January 29th

Westport, CT, January 9, 2008 – Saugatuck Technology founder and CEO Bill McNee will present highlights from Saugatuck’s leading-edge research and analysis on software-as-a-service trends at the 3rd annual *ASP Forum* (or *Etats Généraux de l'ASP 2008*) event in Paris, France.

On January 29th, Mr. McNee will kick-off the one-day conference with a special keynote titled “*SaaS and the Enterprise*” – summarizing research from Saugatuck’s recently published 35-page research report titled “*Three Waves of Change: SaaS Beyond the Tipping Point.*”

McNee will highlight key trends in SaaS, and build a scenario for how the market is likely to evolve on a worldwide basis over the next three years – as well as sharing key lesson’s learned that can be leveraged by emerging European SaaS providers and the broader ecosystem that is emerging. McNee will also participate in a special workshop that will focus on SaaS integration and aggregation. Joining Mr. McNee on the panel will be executives from Oracle, On Demand Solutions and RunMyProcess.

“Saugatuck is delighted to be participating in this year’s ASP Forum conference,” said Bill McNee. “SaaS is clearly now a worldwide phenomenon, with European adoption expected to grow rapidly over the next 12-24 months. We’re looking forward to speaking and meeting with some of the regional players.”

About Saugatuck Technology

Saugatuck Technology Inc. provides market strategy consulting and subscription research services to senior executives, information technology vendors, and investors, combining strategy development, business planning, and market intelligence with first-hand research of executive technology buyer trends.

Founded in 1999, Saugatuck is headquartered in Westport, Connecticut (USA). For more information, go to www.saugatech.com, or call 1-203-454-3900. To request a briefing with our analysts, or for broader Press Inquiries, please contact Chris MacGregor, at chris.macgregor@saugatech.com. Saugatuck’s local distributor in France is Smartline Systems, which can be reached at +33 (870) 448210.

For more information about Saugatuck’s most recent SaaS research report titled “*Three Waves of Change: SaaS Beyond the Tipping Point.*” go to <http://www.saugatech.com/342order.htm>, or to our research library where dozens of Strategic Perspectives, Research Alerts and QuickTakes are available for purchase and download <http://www.saugatech.com/researchbytopic.htm>.

About EGASP 2008

EGASP (Etats Generaux de l'ASP) is the premier French gathering place for the SaaS user and vendor community. EGASP is the only place that provides trends on this market, demonstrates state of the art SaaS solutions, with practical case studies and real-world SaaS deployment experiences presented by enterprise end-users who implemented them. Attendees of EGASP will discover how to accomplish and implement SaaS objectives now, while seeing what’s just around the corner.

For information or to register for the event, visit the [EGASP Web site](#). Key sponsors of the conference include SAP, Oracle, Microsoft, Cegid Group, Generix Group, Ornis and RunMyProcess.