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News Release

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Saugatuck Teams with IBM for Worldwide “Fast Track to SaaS” Briefing Series

Software-as-a-Service strategy and research leader to share strategic insights and business model best practices for ISVs transitioning to SaaS at IBM PartnerWorld Briefing Series

Westport, CT, January 28, 2008 – Saugatuck Technology and IBM have teamed up to help independent software vendors (ISVs) understand and solve the business and technical challenges associated with transitioning to software-as-a-service (SaaS). Their combined expertise, insights and guidance is being presented in a worldwide series of “*Fast Track to SaaS*” briefings for ISV executives.

Launched in October 2007 in the U.S. and Canada, the series moves overseas beginning in late January 2008 with European and Asian events as follows:

- January 28 London, U.K.
- January 29 Paris, France
- January 31 Stuttgart, Germany
- February 25 Bangalore, India
- February 27 Kuala Lumpur, Malaysia
- February 29 Shanghai, China
- March 4 Seoul, Korea
- March 5 Sydney, Australia

“Saugatuck is delighted to be working with IBM to help its partner network understand the most important business and technical implications of moving to SaaS” said company founder and CEO Bill McNee. “Transitioning to SaaS is not trivial – and the bigger and more complex the ISV, the more significant the challenges to be overcome. Developing a realistic transition strategy, and leveraging the best practices of those who have already undertaken the journey can clearly help save time and avoid dangerous investments,” McNee shared.

The *Fast Track to SaaS* briefings highlight a SaaS adoption roadmap that IBM has developed for its’ worldwide partner network – including a variety of IBM enablement resources, development and host services, and incentive pricing programs. Saugatuck adds to this its own real-world, SaaS business strategy insights and guidance, based on years of research and consulting experience working with pure-play SaaS providers, and ISVs looking to benefit from SaaS.

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.

For more information about *Saugatuck’s SaaS Readiness Assessment (SRA)* services, go to <http://www.saugatech.com/sra.htm>. For more information about Saugatuck’s *subscription research services (CRS)*, go to <http://www.saugatech.com/crs.htm>.