



49 RIVERSIDE AVENUE
WESTPORT, CT 06880
PHONE: 1.203.454.3900
FAX: 1.203.454.0022
EMAIL: INFO@SAUGATECH.COM
WEB: WWW.SAUGATECH.COM

NEWS RELEASE

PR Contact:
Chris MacGregor
1-203-454-3900
chris.macgregor@saugatech.com

For Immediate Release

Saugatuck Founder McNee to Host SaaScon Keynote Interview with Workday Executives

Head of leading SaaS research firm will also present on SaaS shift toward business services

Westport, Connecticut (March 02, 2007) – Software-as-a-service is not only becoming a powerful force within IT and business processes, but an integral component within enterprise business operations and management. That is a key research finding behind two sessions featuring Saugatuck Technology founder and CEO Bill McNee at SaaScon 2007, beginning Tuesday, April 17, 2007 at the Santa Clara Convention Center, in Santa Clara, CA.

On Tuesday April 17, Mr. McNee will present Saugatuck's latest SaaS research in a session titled, "**SaaS 2.0 Revisited: The Shift Toward Business Services.**" Mr. McNee's comments and insights will be based on research to be published in April 2007 by Saugatuck, including its newest thought leadership report, "*SaaS 2.0: Beyond the Inflection Point*" – based in part on a new worldwide web survey of more than 240 senior business and IT executives and 20 deep-dive briefings with leading SaaS providers.

On Wednesday April 18, Mr. McNee will host a keynote interview with long-time software and Silicon Valley leaders Dave Duffield and Aneel Bhusri, co-founders of SaaS ERP start-up Workday. That session, titled "**Why the World Needs Another ERP Company,**" will examine the key issues, market realities and adoption drivers relative to enterprise-level SaaS-based applications.

"Saugatuck is thrilled to be part of SaaScon again this year," stated McNee. "This is the premier event for anyone to understand what software-as-a-service really is, from building SaaS offerings, to the evolving SaaS business models, to understanding real-world user requirements for SaaS value – and how and why these are all changing so rapidly. IDG World Expo has pulled together a fantastic line-up of speakers, with an agenda applicable to not only business and IT leaders implementing SaaS, but the entire ecosystem of SaaS providers poised to capture the phenomenal growth in market demand."

Also keynoting at SaaScon 2007 will be such industry leaders as Jim Steele, President of Worldwide Sales & Operations for Salesforce.com; Treb Ryan, CEO of OpSource; and Greg Gianforte, CEO of RightNow.

As a special benefit to all SaaScon conference attendees, Saugatuck and IDG World Expo have entered into a special agreement to provide access to some of Saugatuck's industry-leading SaaS research prior to the event – as well as a limited trial license to access Saugatuck's CSR subscription research for 30-days post the event. For more information about this special offer, or about Saugatuck's ongoing research programs, please go to www.saugatech.com/saacon.htm.

About Saugatuck Technology

Saugatuck Technology Inc. provides research-based 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.

MORE

About SaaScon

SaaScon is the premier gathering place for the SaaS community, and the only place that provides practical case studies and real-world SaaS deployment experiences presented by SMB and enterprise end-users who implemented them. Attendees of SaaScon 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 SaaScon Web site at www.saascon.com. For exhibiting or sponsorship opportunities, please contact Giovanni Stein at IDG World Expo at 508-424-4864 or giovanni_stein@idg.com.

About IDG World Expo

IDG World Expo (www.idgworldexpo.com) produces tradeshows and events for professionals seeking world-class education, peer-to-peer networking and one-stop comparison shopping. IDG World Expo's portfolio of conferences and events includes Entertainment For All™ (E For All™), Macworld Conference & Expo®, Next Generation Data Center™, LinuxWorld Conference & Expo®, LinuxWorld® OpenSolutions Summit™, and SaaScon™. IDG World Expo is a business unit of IDG, the world's leading technology media, research and event company.

#

