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NEWS RELEASE

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For Immediate Release

Saugatuck CEO McNee to Speak on Cloud Computing and SaaS Futures

Head of leading research and advisory firm to share insights related to the emergence of a new Cloud Computing ecosystem and ISV transition strategies to SaaS at two upcoming industry conferences

Westport, CT (October 8, 2008) – Recent media and analyst coverage around the Cloud Computing and SaaS phenomena has often obscured the emerging ecosystem that is forming around these disruptive technology waves – and how ecosystem partners and customers alike can best leverage these trends to their advantage. In two upcoming industry conference events, Saugatuck shares some of its ground breaking research around these issues.

On Tuesday, October 14th, Saugatuck CEO Bill McNee will speak at the *Cloud Summit Executive*, a new conference focused on the impact of the cloud ecosystem and the web as a platform. In a presentation entitled “*Understanding the Cloud Taxonomy*”, McNee will present a new Cloud Computing framework and model that it recently published that helps bring clarity and shape to this important new computing phenomenon. Jointly sponsored by Sand Hill Group and TechWeb, the conference will be held at the [Computer History Museum](#) located in Mountain View, California. For more information, go to: www.cloudsummit.com.

On Wednesday, October 15th, McNee will present at IBM’s *Accelerate Business Value* conference at the Palisades Executive Conference center, in Palisades, New York. The two day event focuses on new and emerging Cloud and SaaS-based delivery models that can be leveraged by both IBM’s business partner network, and by its core enterprise customers. In a presentation entitled “*Business Enablement challenges for Software as a Service*”, McNee will provide a roadmap as it concerns SaaS adoption and evolution, with a focus on the key business challenges that ISVs face when moving to SaaS. For more information, go to: <https://www-950.ibm.com/events/wwe/swg/08bbpsaas.nsf>.

“I am delighted that Saugatuck is participating in both of these important industry events, focused on two of the most disruptive forces driving change in Enterprise IT – Cloud Computing and Software-as-a-Service,” shared McNee.

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), with offices in Silicon Valley and in Germany. For more information, go to www.saugatech.com, or call +1.203.454.3900 in the US, or +49.6123.630285 in Germany. To request a briefing with our analysts, contact Chris MacGregor at chris.macgregor@saugatech.com.

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