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News Release

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Saugatuck CEO McNee Leads ISV-to-SaaS Business Panel at SIIA OnDemand 2008

“Revenue Cannibalization, or Extension?” session to focus on software vendor business challenges

Westport, CT, Nov. 13, 2008 – Not to be outdone by their pure-play SaaS brethren, traditional ISVs are adopting SaaS strategies – some under hybrid business and technology models, others cutting the cord and fully transforming their businesses. All face significant challenges as they shift their strategies, offerings, channels, architectures, and business models from product-led to service-led. But equally of importance are the cultural, operational and organizational shifts that must occur to truly be successful.

On Tuesday, November 18 2008, Saugatuck Technology founder and CEO Bill McNee will lead a panel of expert industry executives to examine and discuss solutions to these challenges at the SIIA OnDemand conference in San Jose, CA. The discussion will include Saugatuck’s most recent research on business strategies and models, focusing on the most important business and technology considerations for ISVs adopting SaaS strategies. Key issues to be addressed by the panel include:

- Can hybrid models work?
- How viable are interim managed services-led and virtualization-driven approaches?
- What are the best strategies to avoid revenue cannibalization?
- What are the best ways to exploit the operational metrics that SaaS generates to grow the business?

Joining Mr. McNee on the panel are Steve Adams, President & CEO, *Sabrix*, Mani Gill, Vice President, OnDemand, *Business Objects*, an *SAP* Company, Jim Frankola, EVP Strategy, *Ariba*, and Brian Zanghi, CEO, *Kadient*. All bring to the panel their unique perspectives, insights, and best practices as their firms have journeyed to embrace SaaS-based strategies.

“This will be a terrific opportunity for strategists, executives, and managers of software and services provider firms to get real-world insights about not just the challenges of ISV-to-SaaS transition, but what works and what doesn’t,” stated McNee. “This is very much in keeping with the SIIA’s mission of peer learning, as the principal trade association for the software and digital content industry.”

Information on the panel and the SIIA OnDemand event can be found at www.sii.net/ondemand/2008/.

About Saugatuck Technology Inc.

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.