



SAUGATUCK
TECHNOLOGY

HEADQUARTERS:
49 RIVERSIDE AVE.
WESTPORT, CT 06880
PHONE: 1.203.454.3900

SILICON VALLEY OFFICE:
5201 GREAT AMERICA PARKWAY, SUITE 320
SANTA CLARA, CA 94505
PHONE: 1.408.727.9700

EMAIL: INFO@SAUGATECH.COM
WEB: WWW.SAUGATECH.COM

News Release

Media Contact: Chris MacGregor

(203)-454-3900

Saugatuck CEO McNee Leads “SaaS and the Third Wave” Session at Software 2008

Future of Software as a Service to be discussed with Workday President Aneel Bhusri

Westport, CT, April 11, 2008 – Having evolved through two waves of adoption and service delivery, SaaS is entering its Third Wave, characterized by an increased user focus on mission-critical business processes, customized and personalized workflows, and collaboration.

Research and analysis defining and explaining these fundamental characteristics of SaaS’ dramatic shift from point solution to integrative, critical business platforms will be presented by Bill McNee, founder and CEO of software and services research consultancy Saugatuck Technology, at the upcoming Software 2008 conference, to be held April 29-30, 2008 at the Mandalay Bay Convention Center in Las Vegas.

McNee’s presentation will highlight key market trends in SaaS, and build a scenario for how SaaS is evolving to increasingly become “enterprise-ready” as it journeys to its ultimate destination – Cloud Computing. After Mr. McNee’s initial remarks, he will be joined in a “fireside chat” by Aneel Bhusri, president of Workday, a provider of SaaS-based HRMS and Financials targeting mid-to-large size companies. Bhusri will share his insights and vision vis-à-vis the future of SaaS, not only from the perspective of an emergent enterprise SaaS provider, but also as a former senior executive from a leading application ISV, and as a venture investor.

“Departmental and niche SaaS solutions are giving way to broader enterprise requirements, as users increasingly grasp SaaS’ evolving ability to address core business processes,” explained McNee. “While the sector still has a long way to go in terms of being able to fully integrate SaaS into broad-based enterprise computing architectures, and for users to utilize SaaS in the most efficient and effective ways – our latest research clearly shows that SaaS is now becoming mainstream, with the focus shifting from the ‘fringe’ to the ‘core’ in terms of key business processes being addressed.”

“We are delighted to have Bill and Saugatuck return as an important part of our conference,” added M R Rangaswami, founder of Sandhill.com and host of Software 2008. “Saugatuck’s research and Bill’s experienced industry viewpoint always combine to deliver entertaining and informative sessions. We’re looking forward to what should be a very insightful discussion with Bill and Aneel.”

McNee’s presentation will include research highlights from Saugatuck’s upcoming worldwide SaaS user and vendor study. Titled “Enterprise-ready or Not,” the study is due to be published in late April or early May. Information regarding the study, including research and methodology, key hypotheses, and table of contents, can be found at Saugatuck’s website: <http://www.saugatech.com/460order.htm>.

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.
- For more information about Saugatuck’s *subscription research services* (CRS), go to <http://www.saugatech.com/crs.htm>.
- To sign up for Saugatuck’s complimentary *Research Alerts*, go to <http://research.saugatech.com/cgi-bin/order/signup3.pl>.