



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

+1 (203)-454-3900

Saugatuck to Present Top Disruptive SaaS Changes, Guidance at IIR Event

Rotterdam session to highlight strategy and action for software-as-a-service user and vendor advantage

Westport, CT, November 4, 2008 – What are the most disruptive changes that software-as-a-service (SaaS) will bring to users and vendors in different markets? Where will these changes occur, and when? And what can, and should, users and vendors do to take advantage of these changes?

These will be the key points presented and discussed by Managing Director Bruce Guptill of Saugatuck Technology at the European SaaS Forum 2008, to be held 18 November 2008 at World Trade Center (WTC) Rotterdam. The Forum is presented by the Netherlands-based Institute for International Research (IIR).

Guptill's presentation will include highlights from Saugatuck's most recent worldwide SaaS market study, which includes survey input from more than 400 user executives on SaaS adoption drivers and inhibitors, business and technological management challenges, and vendor selection. The study also includes interviews on SaaS strategy and usage with 30 user executives, and briefings on the business of SaaS with more than 30 SaaS providers.

"We see software-as-a-service moving rapidly into the mainstream of IT, but also changing its forms and capabilities, expanding its power in the marketplace, and disrupting user and vendor business alike," stated Guptill. "I'm looking forward to sharing our research and guidance with the users and vendors at this year's European SaaS Forum, and to learning from them as well. The conference is well known for providing the latest and most useful strategic insights and information."

Saugatuck has been providing insight, analysis and guidance for SaaS users and vendors since 2003, and has published its annual worldwide market studies since 2004. These studies include the following:

- **[Enterprise Ready, or Not - SaaS Enters the Mainstream](#)**
The explosive growth of software-as-a-service (SaaS) may be netted down to two core realities that will shape SaaS markets for years to come:
 - o Users want SaaS throughout the enterprise, whether their enterprises are ready for it or not; and
 - o SaaS is spreading throughout the enterprise, whether the vendors – or their offerings – are ready to support and deliver what users want, or not.
- **[Three Waves of Change: SaaS Beyond the Tipping Point](#)**
In the span of less than a year, Software-as-a-Service (SaaS) has gone from point-solution curiosity to mission-critical applications for user enterprises. And the next wave of SaaS is already being absorbed and adopted by user enterprises as platforms for multiple, critical business applications and processes.
- **[SaaS 2.0: Software-as-a-Service as Next-Gen Business Platform](#)**
Software-as-a-Service (SaaS) is one of the most compelling and challenging IT and business innovations. Saugatuck's research shows SaaS moving past a fundamental "tipping point" between software functionality delivered as a service (SaaS 1.0), and an emerging generation of blended software, infrastructure, and business services via multiple platforms and business models (SaaS 2.0).

MORE

Saugatuck to Present at IIR European SaaS Forum - 2 of 2

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.

About the Institute for International research (IIR)

Over the years IIR has constantly developed and refined the process of producing premium business events with a threefold aim of objectivity, timeliness and practical solutions.

Featuring key industry experts, IIR conferences provide up-to-date information direct from practitioners who have found solutions to the challenges facing businesses today. Speakers include senior representatives from the world's biggest and most forward-looking organisations - experts in their various fields.

By staying close to each market it serves, IIR Conferences identifies issues as soon as they begin to be of concern, and launch our production process to ensure that the conference takes place at exactly the right time to provide you with the information you need, when you need it.

IIR has conference companies in: [Australia](#), [Austria](#), [Brazil](#), [Czech Republic](#), [Germany](#), [Hungary](#), [Italy](#), [Middle East](#), [Netherlands](#), [Poland](#), [South Africa](#), [Spain](#), [UK](#) and [USA](#).

More information about the IIR's European SaaS Forum 2008 can be found at <http://www.iir.nl/>

-30-



HEADQUARTERS:
WESTPORT, CT
1.203.454.3900

SILICON VALLEY OFFICE:
SANTA CLARA, CA
1.408.727.9700

PAGE - 2 -

WWW.SAUGATECH.COM