



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 Participates in MIT-Sponsored “Navigating The Cloud” Expert Panels**

*Saugatuck Research VP Charlie Burns joins Wladawsky-Berger, Lowe and others*

**Westport, CT, June 4, 2009** – Despite a tough economic climate, users are beginning to take a serious look to the Cloud to deploy new productivity-enhancing applications that offer the potential to dramatically lower their total cost of ownership. These and other issues will be discussed at length at four upcoming MIT Technology Review expert panel and networking reception events that Saugatuck Technology will participate in throughout the US, June 11-18, 2009.

Entitled “Navigating the Cloud: Finding Solutions That Make Sense for Your Business,” the four-city expert panel series will provide discussion, insight and guidance regarding the reality and value of Cloud Computing for business, including the types of Cloud services and solutions available, suitability of Cloud solutions for business and IT, effects of Cloud on business costs and productivity, and making Cloud options work with existing technologies, systems, and operations.

Saugatuck Research VP Charlie Burns, a 30-year veteran of IT markets, services, research and consulting, will be participating, providing research-supported, fact-based insights regarding the past, present, and future of Cloud Computing for real-world business. Joining Burns will be IT visionary Irving Wladawsky-Berger, Chairman Emeritus, IBM Academy of Technology and Visiting Lecturer MIT, William C. “Bill” Lowe, “the father of the IBM PC,” Jason Pontin, Editor in Chief and Publisher, (MIT) *Technology Review*, Mike Matsumura, Chief Strategist, Software AG, Sean Poulley, VP Online Collaboration Services, Lotus/IBM, and other industry luminaries.

“The importance and influence of Cloud Computing on IT, and on how the world does business, is widely hyped and poorly understood,” shared Burns. “This series should provide critical ideas and insights that balance promise and practicality. It is my honor to participate in MIT’s upcoming thought-leadership program, exploring practical applications of one of the most important and fundamentally disruptive technologies that are emerging.”

“Navigating the Cloud” sites and dates are scheduled as follows:

- June 11 – Cambridge, Massachusetts      MIT Faculty Club
- June 16 – Dallas, Texas                      IBM Innovation Center
- June 17 – Chicago, Illinois                  IBM Innovation Center
- June 18 – San Mateo, California          IBM Innovation Center

For more information, or to request an invitation, go to:

<http://www.technologyreview.com/navigatingthecloud/>

#### **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](http://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](mailto:chris.macgregor@saugatech.com).