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## News Release

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### **Saugatuck to Present at Sand Hill Software 2007 Conference**

*Bill McNee to lead two panels on SaaS ecosystems and Innovation on May 8th and 9th.*

**Westport, CT, May 4, 2007** – Saugatuck Technology founder and CEO Bill McNee will present and moderate two special event panels highlighting Saugatuck’s leading-edge research and analysis on key enterprise software trends at Sand Hill Group’s *Software 2007* event in Santa Clara, California.

On May 8, McNee will moderate a panel discussion in the software-as-a-service track. Titled “SaaS and the Channel: Maximizing the Opportunity While Navigating the Obstacles of On-Demand Delivery,” the session will focus on channel roles relative to the evolution of SaaS and on-demand software delivery. The discussion will address such topical issues as: How do SaaS platforms, partner ecosystems, application marketplaces, telcos and system integrators fit together? What has worked and what has not? Who will make money and who will feel the squeeze? Joining McNee on the panel will be Michael Gregoire, CEO of Taleo; Shankar Iyer, Vice president, WebEx Connect Ecosystem; Eric Rubin, President, DreamFactory Software; and David Thompson, CEO of Genius.com.

On May 9, McNee will help manage the afternoon portion of the “Software 2007: Alliance” track. As part of the closing “Innovation” presentation and panel session, McNee will share highlights from two recently Saugatuck studies (including Saugatuck’s *C-Team Research* of more than 400 large enterprise CEOs, COOs, CFOs and CIOs, as well as the firm’s recently published SaaS study “*Three Waves of Change: SaaS Beyond the Tipping Point*”). McNee will then lead a spirited panel discussion with Dan’l Lewin, Corporate VP, Microsoft, René Bonvanie, SVP and General Manager, AppExchange, Salesforce.com, and Kevin Chew, Director, EMC. The focus of the panel will be around the growing need by businesses to drive greater innovation and differentiation, in our increasingly global economy – which in turn is driving the need for new and better technology, platforms and ecosystems to deliver both traditional and next-generation business services.

“Saugatuck is delighted to be participating again in this year’s Software conference,” said Bill McNee. “MR Rangaswami and his team at Sand Hill do a terrific job of bringing together software industry leaders around an agenda focusing on the most important issues and opportunities in the market.”

#### **About Saugatuck Technology**

Saugatuck Technology Inc. provides research-based 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. Saugatuck conducts primary survey research, vendor briefings and interview programs as an integral part of our IT market and strategy consultancy practice. For more information about Saugatuck Technology, please contact Chris MacGregor at the phone number listed above.

#### **About Sand Hill Group**

Sand Hill Group is an active investor as well as providing investment and management advice to emerging enterprise technology leaders. Sand Hill also owns Sandhill.com, the premier destination site and resource center for software vendor CEOs, VPs, Entrepreneurs, and VCs, and for members of the software industry eco-system. Its weekly electronic newsletter is read by thousands of executives. Sand Hill produces the “Enterprise” and “Software” conferences for CEOs and high-level executives in the industry and creates high-impact research reports for its constituents. For more information about the

Software 2007 conference program, sponsorship or registration, please visit [www.software2007.com](http://www.software2007.com), or contact M.R. Rangaswami at [mr@sandhill.com](mailto:mr@sandhill.com).

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