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News Release

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Saugatuck CEO McNee Models Cloud Evolution at CloudWorld Conference

Cloud Computing and Platform-as-a-service examined according to real-world research and models

Westport, CT, July 14, 2009 – The fuzziness of public debate concerning Cloud Computing and Platform-as-a-Service (PaaS) has obscured a critical question: Do they portend merely another dot-com-style “gold rush,” or do they represent a major transformation of the technology industry landscape?

On Wednesday August 12, Saugatuck Technology founder and CEO Bill McNee will answer this question and examine the realities of Cloud and PaaS in the context of real-world business and IT at CloudWorld™ 2009, to be held in conjunction with OpenSourceWorld™ at the Moscone Center in San Francisco.

As the lead presentation in the PaaS track, McNee will leverage key findings from Saugatuck’s latest research on Cloud Computing markets and usage, including three surveys of user executives conducted in June and July of 2009. Executives surveyed will include members of Saugatuck’s Cloud Research Board, a broad-based community of interest focusing on Cloud Computing in all of its aspects. Membership in the Saugatuck Cloud Research Board is open to all who share an interest in this evolving phenomenon. For more on the Cloud Research Board, visit <http://www.saugatech.com/crbsignup.htm>

The research findings will be presented in the context of Saugatuck’s Cloud Ecosystem model, which established the first articulated set of structures for user and provider business and technology relationships, usage models, and business models. First developed in 2007, Saugatuck’s Cloud Ecosystem model has been the leading architecture for the development of Cloud Computing services, partnerships, and effective competitive positioning since its inception.

Key issues to be addressed in McNee’s session will include the following:

- How will enterprises, large and small, take advantage of these technology waves?
- How will PaaS and Cloud adoption differ by customer segment?
- Who are the leading and emerging Cloud and PaaS providers – and what are their strategies?
- What services will Cloud and PaaS vendors offer?
- How will vendors and users successfully mix-and-match PaaS and Cloud services?

“I’ve enjoyed working with IDG World Expo as a member of the CloudWorld Advisory Board, and look forward to participating in the event,” shared McNee. “This session will provide a terrific opportunity for business strategists, IT executives, and software and services providers to get real-world insights about what works and what doesn’t. This is very much in keeping with CloudWorld’s mission of bringing together the buyers and sellers of Web-centric software, infrastructure and services to drive acceptance and deployment of cloud computing in the data center.”

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 CloudWorld

CloudWorld™ will bring together the buyers and sellers of Web-centric software, infrastructure and services designed to drive acceptance and deployment of cloud computing in the data center. Cloud computing technologies deliver a business process that lowers costs and energy usage while increasing and streamlining efficiencies. Topics include Cloud Applications, Cloud Platforms and Cloud Infrastructure. For more information on CloudWorld, please visit <http://www.cloudworldexpo.com/>.

About IDG World Expo

IDG World Expo (www.idgworldexpo.com) is a leading producer of tradeshow and events for professionals and consumers seeking world-class education, strategic business relationships, and access to industry-leading products and services. IDG World Expo's portfolio of conferences and events includes Macworld®, Electronic Entertainment Expo® (E3 Expo®), Next Generation Data Center™ (NGDC™), OpenSource World™, and CloudWorld™. IDG World Expo is a business unit of IDG, the world's leading technology media, research and event company.

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