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NEWS RELEASE

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For Immediate Release

Saugatuck CEO McNee Models SaaS Migration at Cloud Futures Conference

How changing SaaS and Cloud buyer demands shape the ways that ISVs need to transition to SaaS

Westport, CT, November 23, 2009 – There was a time, very recently, when software vendors could stand on the sideline and wait to see how the game would play out. Unfortunately, the time for watching is over. The market has spoken, made the more real by ongoing economic uncertainty that has clearly impacted on-premise providers greater than their SaaS brethren. Software-as-a-Service should be considered for any business application of any complexity and criticality. ISVs that still hesitate to develop and provide SaaS versions of their business software – whether pure-play or hybrid SaaS/on-premise offerings – are about to be left behind.

The realities of SaaS, Cloud and increasingly-pressured ISVs will be the focus of the introductory presentation by Saugatuck founder and CEO Bill McNee at this year's Cloud Futures Software Vendor SaaS Migration Conference, to be held December 7-8, 2009, in San Jose, CA.

McNee's session, beginning at 9:30 AM PST on Monday December 7, will include the latest Saugatuck research and guidance for ISVs considering SaaS and Cloud business models, focusing on:

- Emerging drivers, preferences, and timing vis-à-vis SaaS and Cloud Infrastructure buyer demand;
- Their effects on SaaS and Cloud opportunities in the broader emerging IT landscape; and
- Updated insights concerning ISV to SaaS transition best practices.

The research to be discussed will include insights from Saugatuck's global web survey programs of SaaS and Cloud users, which have included more than 4,000 participants since December 2008, and members of Saugatuck's Cloud Research Board, a broad-based community of interest focusing on Cloud Computing in all of its aspects. While Saugatuck provides a variety of premium research and consulting services, membership in the Saugatuck Cloud Research Board (CRB) is open to all who share an interest in this evolving phenomenon. For more on the CRB, visit <http://www.saugatech.com/crbsignup.htm>.

"This conference provides a terrific opportunity for business strategists, IT executives, and software and services providers to get real-world insights about the realities of transitioning traditional on-premise ISV businesses," stated McNee. "The conference is very much in keeping with the Cloud Futures community vision and mission of bringing together experienced professionals and providers to share what works, what doesn't work, and how to make it work better."

For more information on the conference, please visit <http://www.cloudfutures.com/usa/index.shtml>.

About Saugatuck Technology

Saugatuck Technology Inc. provides subscription research and management consulting services focused on the key market trends and disruptive technologies driving change in enterprise IT, including SaaS, Cloud Infrastructure, Open Source and Enterprise Social Computing. Founded in 1999, Saugatuck is headquartered in Westport, Connecticut, with offices in Santa Clara, CA and in Frankfurt, Germany. For more information, please visit www.saugatech.com, or call +1.203.454.3900.

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