



HEADQUARTERS:
49 RIVERSIDE AVE.
WESTPORT, CT 06880
PHONE: 1.203.454.3900

EMAIL: INFO@SAUGATECH.COM
WEB: WWW.SAUGATECH.COM

NEWS RELEASE

PR Contact:

Chris MacGregor
1-203-454-3900

chris.macgregor@saugatech.com

For Immediate Release

Saugatuck CEO McNee to Present New Research at All About the Cloud Conference

McNee to present new Cloud research highlighting key trends in SaaS, IaaS and PaaS buyer demand

Westport, CT, March 24, 2010 – Cloud-based business applications (SaaS), infrastructure (IaaS) and emerging development and deployment platforms (PaaS) are dramatically reshaping the entire IT ecosystem. The combination of a lower upfront investment commitment, combined with increased business agility and potentially lower longer-term costs are driving accelerating adoption among all buyer segments (globally). At the same time, the shift to the cloud is dramatically disrupting and reshaping traditional channels, enterprise ecosystems, and routes-to-market – for on-premise ISVs, and for both traditional and pure-play Cloud Master Brands.

The broad and deep market impact of these issues is at the core of new research by Saugatuck Technology which will be unveiled by Saugatuck Technology founder and CEO Bill McNee at the upcoming *All About the Cloud* conference. Co-sponsored by OpSource and the Software & Information Industry Association (SIIA), the conference will be held May 10-12, 2010 at the Westin St. Francis in San Francisco, CA.

In the main-tent presentation entitled “Reshaping the Enterprise IT Landscape: SaaS and Cloud Go Mainstream,” McNee will deliver insights and market predictions from this just-completed global buyer demand study. The research will include new strategic market frameworks that focus on how quickly - mid-sized to large enterprises will adopt mission-critical SaaS, IaaS and PaaS, and what types of solutions will they be buying, building and deploying over the next three-to-five years.

“We are delighted to participate as a speaker at this important industry event that brings together the best of OpSource’s long-running SaaS Summit and the SIIA’s OnDemand conference events,” shared McNee. “In addition, we are very excited about joining forces with the software division of the SIIA as an ongoing Research / Industry Partner, in support of its mission of helping member companies brainstorm, collaborate, and discuss the industry’s latest and most pressing challenges.”

For more information on the conference, please visit <http://www.sii.net/aatc/2010/>.

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.

To request a briefing with our analysts, contact Chris MacGregor at chris.macgregor@saugatech.com.