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NEWS RELEASE

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For Immediate Release

Saugatuck Leads Panels on Enterprise SaaS and Integration at SIIA OnDemand Conference

McNee and West to helm key sessions on enterprise SaaS adoption and integration with the Cloud

Westport, CT, October 22, 2009 – With SaaS now becoming mainstream IT for all aspects of enterprise computing, and with Cloud Infrastructure following close behind, it is critical for providers to understand *now* where customers’ real-world needs are headed, and how to satisfy those. Successful Cloud and SaaS business models will increasingly rely on making solutions work within increasingly complex user, provider, and hybrid on-premise-plus-Cloud environments. At next week’s SIIA OnDemand 2009 conference at the Marriott in San Jose, CA, Saugatuck Technology will present and discuss the latest research on customer SaaS/Cloud adoption and use, including integration needs, and the ever-increasing costs and barriers that these and other factors present to enterprise SaaS adoption – and selling SaaS into enterprises.

At 1:45 PM on Thursday, Oct. 29, Saugatuck Research VP Mike West will chair a break-out panel on “Addressing the Continuing Integration Challenge” for Cloud and on-premise systems. Key issues will include: What is the state of the art in integration spanning the cloud and on-premise systems? When will integration move beyond data to enable workflows across cloud and on-premise business processes? What needs to happen? Panelists appearing with Mr. West include Rob Calloway, Partner in the Global Technology Architecture Organization of Accenture; Dr. M.A. Ketabchi, President, CEO and Founder of Savvion; Andrew Leigh, Director of Product Marketing for salesforce.com; and Simon Peel, SVP Strategy for Cast Iron Systems.

At 4:30 PM on Thursday, Oct. 29, Saugatuck CEO and founder Bill McNee will chair a main-tent panel session titled “Overcoming Barriers to Large Enterprise SaaS Adoption.” This session will include a short presentation highlighting Saugatuck’s newest research on large enterprise CIO preferences and deployment plans, and a roundtable with Fortune 500 CIOs who will share their perspectives and insights. Panelists scheduled to participate include Basil Fedynshyn, VP of Platform Management with the Home Equity Group of Wells Fargo; and Ashwin Rangan, Chief Products Officer with MarketShare Partners and a former Fortune 500 CIO.

“SIIA OnDemand provides a terrific opportunity for strategists, executives, and managers of software and services providers to get real-world insights about what works and what doesn’t,” stated McNee. “This is very much in keeping with the SIIA’s mission of peer learning, as the principal trade association for the software and digital content industry.”

Information about SIIA OnDemand 2009 can be found at <http://www.sii.net/ondemand/2009>

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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