



**OpSource**<sup>™</sup>  
The Business of Web Operations

## ***For Immediate Release***

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## **Media Advisory: OpSource CTO to Speak at 2008 MySQL Conference & Expo**

**SANTA CLARA, Calif. – April 7, 2008**

**WHO:** John Rowell, Chief Technology Officer of OpSource<sup>™</sup>, the SaaS delivery experts, will deliver a speech titled “Web Operations: The Whole is Much More than the Sum of the Parts” at the 2008 MySQL Conference & Expo.

**WHAT:** Until this point, SaaS applications have been created in separate silos. However, now there are non-proprietary platform choices, including Web 2.0 architecture and other emerging technologies that enable mash-ups and composite applications. In this session, John will explain how Web operations have expanded to include application and business services; how companies should incorporate technology operations, application operations and business operations into their go-to-market strategy; and how to leverage Web services to integrate legacy data with Web applications. Attendees will hear more about these strategies as well as how to take advantage of the entire Web ecosystem.

**WHERE:** Ballroom G, Santa Clara Convention Center, Santa Clara, Calif.

**WHEN:** 5:15 - 6:00 p.m., April 15, 2008

Media and analysts are welcome and encouraged to attend. To schedule an interview with John, please contact Lisa Kennedy at [lkennedy@citigatecunningham.com](mailto:lkennedy@citigatecunningham.com).

The 2008 MySQL Conference & Expo is being held April 14 -17 at the Santa Clara Convention Center and will include a wide variety of speaking sessions and exhibitions. More information can be found at <http://en.oreilly.com/mysql2008/public/content/home>.

### **About OpSource**

OpSource<sup>™</sup> delivers Web applications and software-as-a-service for on-demand companies, with hundreds of applications, millions of users and billions of transactions supported daily. OpSource On-Demand, the leading platform for Web application delivery, is defining how Web-based software is delivered. By choosing OpSource as their Web application delivery partner, companies are freed from investing in and managing the complex and costly infrastructure and services necessary to deliver applications over the Web. They can instead focus their resources on developing, marketing and selling their applications and services. OpSource On-Demand is suitable for companies at any stage of growth, with any type of on-demand application. OpSource is the only company to offer Success-Based Pricing<sup>SM</sup>, a unit-based pricing model that allows businesses to begin with a modest minimum commitment and scale expenses as revenues increase.

Headquartered in Santa Clara, CA, OpSource has Web application delivery centers in Virginia, London and Bangalore. For more information about OpSource, visit [www.opsource.net](http://www.opsource.net).

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