



For Immediate Release

OpSource Announces Keynote Speakers for SaaS Summit 2009

Fourth Annual Software-as-a-Service Industry Event Focuses on How Generation SaaS will Revolutionize the Workplace, Create Limitless Business Opportunities

Santa Clara, Calif., January 19, 2009 -- OpSource™, the leader in Web operations, today announced the keynote speakers for its fourth annual SaaS Summit. Keynoting at the event will be Don Tapscott, renowned author of "Grown Up Digital" as well as "Wikinomics." The Summit will also include keynotes from Adrian Chamberlain, Senior Vice President, Software-as-a-Service, Symantec; Rob Tarkoff, Senior Vice President and General Manager, Business Productivity Business Unit, Adobe; Greg Urquhart, General Manager, US ISV and NSI Partner Group, Microsoft; and Treb Ryan, CEO, OpSource, as well as a featured presentation from Maynard Webb, Chairman & CEO, LiveOps.

At SaaS Summit 2009, 1,000 executives from emerging SaaS and Web companies will join industry leaders from established software companies, industry analysts, venture capitalists and the press to explore, debate and share their experiences in—and recommendations for—successfully meeting the application, service and delivery demands of Generation SaaS. The conference takes place March 11-13 at The Westin St. Francis, San Francisco, Calif.

"Anyone who's serious about delivering cloud applications for the enterprise market has to come to SaaS Summit. This is the longest-running business cloud conference—and that experience shines through in the quality of content, speakers and attendees the organizers deliver every year," said independent analyst Phil Wainwright of Procullux Ventures, who blogs about SaaS at ZDNet and about cloud computing at eBizQ. "I'm especially looking forward to this year's focus on Generation SaaS, which explores how forward-looking businesses and individuals are redefining the workplace with the help of SaaS technology. I'm definitely going."

Generation SaaS represents today's youth, who are likely to never have handled a CD, let alone install any software. This generation's world is online, interactive and "try it, you'll like it." They are Generation SaaS—the consumer Internet users of today who will become the enterprise CEOs, CIOs and CTOs of tomorrow. They are the reason that broad-based consumer and enterprise adoption of the SaaS model is inevitable.

Taking advantage of this opportunity is the challenge that SaaS and Web companies face today. Cloud computing, everything as a service, data mobility, application integration, going green and just plain running a 24x7, always-on business all require knowledge, new skills and making critical choices. While some of today's leading software, SaaS and Web companies will morph into tomorrow's Generation SaaS leaders, new leaders will also emerge from companies just now forming.

Richard Dym, CMO, OpSource, said, "Understanding Generation SaaS is key to running a successful, long-term business. These new leaders will create a multi-billion dollar change in the software and Web company landscape, and this year's SaaS Summit will bring together companies of all sizes and stages, as well as the greatest thinkers of our marketplace, to strategize on how we can capitalize on this change. We are thrilled at the caliber of our keynotes, panelists and attendees. SaaS Summit 2009 will be another must-attend event."

Session topics for SaaS Summit 2009 will include:

- Generation SaaS and cloud computing—What does this all mean?
- Selling SaaS to the enterprise
- SaaS goes green
- SaaS marketing in a downturn
- Architecting and delivering for SaaS success
- Funding the cloud
- Minimal cost, maximum gain with social networking
- It's all about leverage—SaaS channel strategies

In addition, the event will offer an on-demand showcase, with more than 30 exhibitors.

Registration, as well as additional information, is available now at www.saassummit09.net or by calling 800-664-9973 (toll-free in the United States and Canada) or +1-408-567-2000 (for international callers). During January, OpSource is offering a \$200 savings via promo code PRJan09. Journalists and analysts who wish to obtain complimentary credentials should contact Eileen Conway at econway@opsource.net.

About OpSource

OpSource™ delivers Software-as-a-Service (SaaS) and Web applications for on-demand companies, with hundreds of applications, millions of users and billions of transactions supported daily. OpSource On-Demand™, the leading Web operations solution, 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. Further, by using OpSource Connect™ companies can leverage Web services such as OpSource Billing CLM™, OpSource Analytics™ and OpSource End User Support™ and integrate their applications with other SaaS applications over the Internet as well as with enterprise applications behind the corporate firewall. OpSource On-Demand is suitable for companies at any stage of growth, with any type of on-demand application.

Headquartered in Santa Clara, Calif., OpSource has Web application delivery centers in Virginia, London and Bangalore. For more information about OpSource, visit www.opsource.net.

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