

IDC Software as a Service Summit

Delivering Business Innovation Within the New Paradigm

SEPTEMBER 17, 2008
Hilton San Francisco, San Francisco, California

Learn From And Interact With Experts And Peers From These Organizations:
Aviall Services (subsidiary of The Boeing Company); Boston Private Wealth Management Group; Golden Gate University; Heidelberg; IDC; OpSource; Motorola; TACWorldwide Cos; The Schumacher Group; and United Way America.

Comprehensive Program Coverage Includes:

- The next generation of products and services
- Web services platforms and how they can solve the integration problem
- Launching a software service model into new vertical and functional markets
- Transitioning front office applications to a SaaS environment
- Integrating SaaS into your enterprise architecture
- Understanding the risks of SaaS
- Best Practices and Lessons Learned Around SaaS Evaluation and Selection
- SaaS Integration: The Final Frontier

www.idc.com/saaswest08

IDC
Analyze the Future



Now more than ever, both IT and Line of Business executives are tasked with driving business innovation, and doing so with speed, agility and flexibility. Experience is proving that Software as a Service (SaaS) is a viable business strategy that is quickly becoming a practical service model to achieve these goals while also reducing costs and increasing efficiency.

The IDC SaaS Summit: *Delivering Business Innovation within the New Paradigm* brings together senior IT and line of business executives to learn about the opportunities and challenges that SaaS brings to the enterprise. Using first hand experiences from industry experts, IDC analysts and end user case studies, attendees will explore trends and best practices around how SaaS can be used to rapidly deploy new applications and drive business innovation.

AGENDA

September 17, 2008

7:30 am – 8:30 am

Registration and Continental Breakfast

8:30 am – 8:45 am

Welcome and Opening Remarks

***Michael Fauscette**, Group VP, Software Business Solutions, IDC*

8:45 am – 9:30 am

Software as a Service: The next generation of products and services beyond 2008

***Robert P. Mahowald**, Director, On-Demand and SaaS Research, IDC*

In 2009-2010, IDC believes the industry will experience transformational change as several major vendors will emerge with products and partnerships that open up opportunities for companies to reap the business benefits from Software as a Service. SaaS has moved beyond just providing products based on CRM and collaboration—there are new opportunities (security and storage platform-as-a-service, B2B services-creation platforms like AppExchange) and new challenges (integration between on-premises and on-demand applications, data access and security). In this session, we will provide a view of the potential paths that lay ahead in the SaaS landscape, and the implications and new opportunities for customers, vendors, and the partner community.

9:30 am – 10:15 am

Think Outside the Box: The End of Standalone SaaS

***Treb Ryan**, CEO, OpSource*

Until this point, SaaS applications have been created in separate silos. Now there are platform choices that enable mash-ups and composite applications. Learn how Web services affect application development and integration. As SaaS applications become mission critical for the enterprise, these applications need to be integrated into a wide variety of applications: other online solutions, behind-the-firewall legacy applications, etc. In his talk, Treb will explain how Web Services platforms solve the integration problem, which has been a major impediment to SaaS.

10:15 am – 10:45 am

Networking Break, Tabletop Exhibit Viewing Hours, and One-to-One Meetings With Analysts

Attendees have the opportunity to sign up for complimentary one-to-one meetings with select analysts at event registration, enabling you to gain strategic advice on your company's most pressing business challenges. Arrive early since meetings are scheduled on a first-come, first-served basis.

PARTIAL LISTING OF FEATURED ANALYSTS:

***Michael Fauscette**, Group VP, Software Business Solutions, IDC*
***Robert P. Mahowald**, Director, On-Demand and SaaS Research*

10:45 am – 11:30 am

Software as a Service in Uncharted Territory

***Michael Schreiber**, Executive Vice President, Enterprise Services, United Way America*

Can SaaS move beyond CRM, HR and Procurement? Will SaaS penetrate new industries with usage profiles today? United Way has been an established user of SaaS for its CRM and account management functions. Now they have entered the market as a provider of SaaS Philanthropy. Michael Schrieber, Executive Vice President, Enterprise Services will discuss the challenges of launching a software service model into new vertical and functional markets. This talk will explore the specific and unique challenges associated with the model, the sales requirements of services in the space, and the process by which the new products and approaches gain adoption.

11:30 am – 12:15 pm

Understanding the Risks of SaaS - Myth vs. Reality

What are some of the risks associated with Software as a Service? This talk will address the reliability, privacy, security issues when software is hosted on an off-premise system. This session will also provide insight into the cost and business risk concerns that are typically raised by companies who are looking at a SaaS model for their enterprise and define what is a Myth vs. Reality.

12:15 pm – 1:30 pm

Lunch, One-to-One Meetings With Analysts, and Sponsor Spotlight Luncheons

The Sponsor Spotlight Luncheons are a great opportunity for you to hear from industry experts and network with your peers. Bring your challenges, questions and ideas.

Spotlight Luncheon One: Microsoft

Please visit www.idc.com/saaswest08 for Sponsor Spotlight Luncheon updates.

1:30 pm – 2:15 pm

Transitioning to a SaaS environment – The Benefits and the Challenges

***Steve Morin**, CIO, TAC Worldwide Cos.*

Moving your front office systems and applications to a 100% SaaS Suite of applications can seem daunting, especially when 80% of your company uses these applications. Steve Morin, CIO, TAC Worldwide Cos. will share his experience and insight into the challenges, issues, benefits and lessons learned from his perspective. Mr. Morin will also discuss how TAC Worldwide Cos. has also taken advantage of a web-based subscription solution for their front facing applications for customers and associates and how it has benefited their customers.

2:15 pm – 3:00 pm

PANEL DISCUSSION: Best Practices and Lessons Learned Around the SaaS Evaluation and Selection Process

***Robert P. Mahowald**, Director, On-Demand and SaaS Research, IDC (MODERATOR)*

***Joe Baksha**, Sr. Consultant - Call Center Technologies, Motorola*

***Richard Byron**, Vice President Corporation Information and Analysis, Boston Private Wealth Management Group*

***Douglas Robbins**, VP IT-M (Application Center - Sales & Marketing), Heidelberg*

SaaS has proven to be a practical model to achieve business innovation, agility and flexibility while also reducing costs and increasing efficiency. With increased adoption, it is apparent that the evaluation and selection process is critical. Using first hand experiences from SaaS adopters, we will explore best practices and lessons learned around: determining if SaaS is right for your organization; defining the scope of your SaaS solution; and making the right selection.

3:00 pm – 3:30 pm

Networking Break, Tabletop Exhibit Viewing Hours, and One-to-One Meetings With Analysts

3:30 pm – 4:15 pm

When Integration Becomes a Business Benefit Through Collaboration

***Douglas Menefee**, Chief Information Officer, The Schumacher Group*

The Schumacher Group is the fastest growing emergency medicine practice management company in the nation. In this presentation, Mr. Menefee will discuss how Schumacher has leveraged SaaS into their enterprise architecture and how after overcoming the challenges of integration, the company is quickly realizing the business benefits and features that a SaaS implementation can offer in a collaborative environment. Additionally, he will discuss the strategies he employed to help accelerate acceptance of SaaS amongst users and management.

4:15 pm – 5:00 pm

PANEL DISCUSSION: SaaS Integration: The Final Frontier

***Robert P. Mahowald**, Director, On-Demand and SaaS Research, IDC (MODERATOR)*

***Russell Douglas**, Director, Customer & Supplier Services, Information Services, Aviall Services (subsidiary of The Boeing Company)*

***Anthony Hill**, Chief Information Officer, Golden Gate University*

Our panel of IT Executives will discuss and provide insight into how their companies have addressed integration of their systems and software when implementing a SaaS model. Most companies have found integration to be a new frontier that they have had to discover on their own. Learn what these executives have learned through their evaluation and selection process.

5:00 pm – 5:15 pm

Conference Summary and Closing Remarks

***Michael Fauscette**, Group VP, Software Business Solutions, IDC*

Who Should Attend?

- CIOs, CTOs, and COOs
- Privacy Officers
- VPs and Directors of:
  - IT Strategy and Planning
  - IT Infrastructure
  - IT Operations
  - Compliance
  - Security
  - Operations
  - Finance
  - Human Resources
  - Customer Service
  - CRM
  - Sales/Marketing
  - Procurement

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Registration Information

Early-Bird Registration Rate: Sign up by August 15 and **SAVE $400**: **$495**
Standard Registration Rate: $895

Group Discount:

A $100 discount per person is available for groups of three or more people from the same company registering together. We ask that all forms be submitted together and paid in full at time of registration. Questions: call 800-605-5849.

TWO EASY WAYS TO REGISTER:

1. Online: Visit **www.idc.com/saaswest08**
2. By phone: Call 800-605-5849 or 603-293-4600.

Payment:

Registrations must be accompanied by full payment. You may pay by credit card (American Express, Visa, or MasterCard) or check, payable to IDC U.S. Conference Group.

What Your Registration Includes:

Printed proceedings will not be available at the conference. The day of the Summit, the presentations submitted to IDC prior to September 17 will be available to attendees via www.idc.com. Those collected at the event will be available for download 3 days later.

IDC reserves the right to alter this program without notification.

Venue:

Hilton San Francisco
333 O'Farrell Street
San Francisco CA 94102
415.771.1400

For your convenience we have reserved a limited number of rooms at the Hilton San Francisco. A special rate of $259 is offered based on availability until August 27, 2008. To receive the discounted room rate, please call 415-771-1400 and identify yourself as an IDC SaaS Summit attendee.

Cancellation Policy:

Substitutions may be made any time by faxing a written request to 603-293-4602. Cancellations communicated to IDC by September 4, 2008 are subject to a $150 processing fee. Registrants who either cancel after September 4, 2008, or do not attend the conference are liable for the full registration fee.

Special Needs:

IDC fully supports the Americans with Disabilities Act. If you require special assistance of any kind, please call us at 800-605-5849 or 603-293-4600.



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EARLY-BIRD DEADLINE IS AUGUST 15, 2008
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About IDC

IDC is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. We analyze and predict technology trends so that our clients can make strategic, fact-based decisions on IT business strategy. IDC Forums are designed to provide the latest news, research, and benchmarking case studies on relevant and highly-focused topics, offering enterprise decision makers insight into how they can strategically use technology to gain competitive advantage. Case study presentations are featured at each conference providing the highest quality program content. IDC Forums offer important opportunities for attendees to network with peers and to discuss the challenges and solutions faced in the real-world.

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