

**For Immediate Release:**

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## **‘All About the Cloud’ to Address Role of Cloud Computing as Economic Recovery Engine**

*World's Largest Cloud Computing Event to Take Place May 10-12 in San Francisco*

**Santa Clara, CA and Washington, DC – April 19, 2010**– OpSource, the leader in enterprise cloud and Software-as-a-Service hosting, and the Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced that their joint conference ‘All About the Cloud’ will examine how cloud solutions can help businesses redefine operating strategies and jumpstart economic recovery. Held May 10-12 in San Francisco, ‘All About the Cloud’ will be the world’s largest forum for the advancement of the on-demand industry. To create the event, OpSource and SIIA combined their two annual conferences, the SaaS Summit and SIIA OnDemand. Online registration, as well as more information, is available at [www.AllAbouttheCloud.net](http://www.AllAbouttheCloud.net).

Ken Wasch, President of SIIA, emphasized the critical timing of the event: “The cloud is quickly becoming more than a trend; it is the heart of any forward-thinking IT strategy. This is especially true now, as our economy rebounds, and businesses around the globe seek to redefine their operating strategies, business models and cost structures. For companies advancing cloud services and hosting, ‘All About the Cloud’ is the must-attend event of the year.”

“In just the past year, cloud usage by individuals and organizations has grown dramatically, creating a thriving ecosystem of not just consumers but cloud infrastructure, software-as-a-service and platform-as-a-service providers,” said Richard Dym, CMO, OpSource. “‘All About the Cloud’ will emphasize the on-demand market’s crucial role in economic recovery. Cloud computing enables companies to both enhance and revitalize their operations while positioning themselves for economic growth.”

‘All About the Cloud’ will bring together more than 750 executives, analysts, press and venture capitalists to explore the industry’s role in global business. The event will cover all aspects of SaaS and cloud computing, highlighting trends and strategic opportunities for SaaS ISVs, developers, C-level executives and government agencies alike. Some of the perspectives that ‘All About the Cloud’ will offer include:

- **Technology:** 50-plus industry leaders and hot start-ups including Amazon, Appirio, AT&T, Boomi, CastIron, Google, HP, IBM, Intuit, JobVite, McAfee, Microsoft, NTT, Oracle, RightNow, SAP, Verizon, VMware and Xactly;
- **Press:** leading reporters from outlets including BusinessWeek, Fortune, USA Today, The Wall Street Journal and The San Jose Mercury News;
- **Analysts:** thought leaders from Tier1 Research, Procullux Ventures, The 451 Group, Saugatuck Technology and more; and
- **Venture Capitalists/Corporate Strategists:** executives from 3i, Accel Partners, Catalyst Investors, Emergence Capital, Google, Hummer Winblad Venture Partners, IBM, Intel Capital, Trident Capital, William Blair & Co., and more.

'All About the Cloud' will also feature a SaaS/Cloud showcase, with 25 exhibitors highlighting new solutions from this growing industry. In addition, the conference is offering a special opportunity for emerging SaaS/Cloud businesses to meet with prospective investors, strategic partners and acquirers.

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#### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to 500 leading software and information companies. For further information, visit [www.siiia.net](http://www.siiia.net).

#### **About OpSource**

OpSource™ provides enterprise cloud and Software-as-aService hosting & services for Fortune 1000, Software-as-a-Service and Web companies, with hundreds of applications, millions of users and billions of transactions supported daily. By choosing OpSource, organizations large and small are free to focus their resources on building businesses rather than investing in and running IT infrastructure and support services. The company's OpSource Cloud™ is the first cloud to bring together the flexibility, availability and community of the public cloud with the security, performance and control the enterprise demands. In addition, the market-leading OpSource On-Demand™ empowers SaaS ISVs to bring enterprise cloud solutions to their end-users by quickly and securely delivering their applications and services over the Web. Headquartered in Santa Clara, Calif., OpSource has cloud and 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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