



Carolina SaaS User Group Announces Details of Marquee October Event

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Carolina SaaS User Group's October event to feature one of the nation's foremost authorities in the SaaS space, Jeff Kaplan.

PR9.NET August 15, 2007 - Charlotte, NC - The Carolina SaaS User Group's Charlotte chapter, a forum where best practices, resources, and experiences within the SaaS vertical can be shared, today announced its October key note speaker will be Jeff Kaplan, one of the nation's foremost authorities in the SaaS vertical, Managing Director of THINKstrategies (www.thinkstrategies.com), and founder of the SaaS Showplace (www.saas-showplace.com), the largest vendor-independent directory of SaaS offerings and insights online.

Jeff Kaplan will be speaking on understanding the business implications of on-demand services and how to capitalize on these rapidly evolving opportunities. In addition to moderating a panel of local SaaS practitioners, Kaplan will provide his perspective regarding SaaS market trends, and give his candid feedback and advice regarding individuals SaaS strategies and solutions; go-to-market plans; target markets and buyers, packaging and pricing of offerings, sales tactics, competitive strengths, weaknesses, and threats; and future business opportunities. The event is sponsored by Hosted Solutions, Liquid Computing, Logical Advantage, NCTA, and Juniper Networks.

"With the recent explosion of On-Demand applications, industry knowledge and best practices have become increasingly important to the flourishing of the software marketplace. As such, this venue was created to provides a forum for leaders in the industry to share their experience. By securing Kaplan's participation in the event we have been able to truly capture one of the leading minds in the industry.," said Josh Wolff, General Manager for Hosted Solutions Charlotte data center and President of the Carolina SaaS User Group. "We are excited for this unique opportunity to gain Jeff's perspective and gain nationwide acumen of on-demand services."

The Carolina SaaS User Group events are gatherings where area SaaS leaders can come together to discuss market trends, information and experiences. The events take the form of guest speakers, panel conversations, and roundtable discussions. "It's refreshing to see a grass roots initiative like the Carolina SaaS User Group emerge into to such a powerful concept within the local technology community . I'm proud to be a part of this effort and look forward to addressing the NC / SC SaaS organization," said Kaplan.

The event will take place on Tuesday, October 2nd, from 11:30AM to 1:30PM on the club level of Bank of America Stadium. To attend the event, or for more information on the Carolina SaaS User Group visit: <http://www.carolinasaas.org/> or call Josh Wolff at (704) 295-7961.

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