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IDC AND IDG ENTERPRISE ANNOUNCE 2010 CLOUD LEADERSHIP FORUM

Technology industry and IT executives serve on advisory board for June Forum in Santa Clara

Framingham, Mass.—March 2, 2010 — International Data Corporation ([IDC](#)) and [IDG Enterprise](#) (publisher of CIO, Computerworld, CSO, InfoWorld, ITworld, Network World and The Industry Standard) announce the launch of the [Cloud Leadership Forum](#)—June 13-15, 2010 in Santa Clara, CA. The forum will address issues of adoption and success of public- and private-cloud computing. The industry’s most influential executives from technology companies and across industries, including executives from Amazon, Cisco and Sun National Bank, will examine, debate, and decide the issues critical to the success of public- and private-clouds.

The Cloud Leadership Forum—a collaborative project between IDC and IDG Enterprise—will feature the latest analyst research and editorial content for an executive level IT audience, seeking insight into the future of cloud computing. During the forum, attendees and speakers will set direction and clear obstacles to market success.

“Cloud computing adoption is growing at over six times the rate of traditional IT. In 2010, it is quickly moving from early adopters to mainstream organizations, and is moving to the top of many CIOs' strategic considerations, often at the request of their senior executives,” said Frank Gens, chief analyst and senior vice president, IDC.

The Cloud Leadership Forum brings together a distinguished advisory board of the top cloud computing experts who will help shape this event and influence industry direction for cloud computing and services.

“During the challenging economic times, cloud has been a cost savings option for many organizations. As IT budgets stabilize after dramatic cuts and IT needs accelerate, alternative IT models will become more important, making cloud adoption a vital IT discussion,” said Michael Friedenber, president & CEO of IDG Enterprise. “Now is a critical time to bring together industry leaders committed to the future of cloud and deeply invested in this vision of information technology.”

“We’re at a critical juncture in the evolution of private- and public-cloud computing models and it’s imperative that senior IT executives and top industry leaders convene to address the key issues shaping these markets. Our goal with this event, and the discussions and work that will continue throughout the year, is to get the market movers together to discuss and resolve these issues and ensure that we can capture the promised value of cloud computing as quickly as possible,” said John Gallant, chief content officer of IDG Enterprise.

2010 Cloud Leadership Forum Advisory Board:

- Ken Berryman, SVP, Strategy and Emerging Business, Symantec
- Brian Boruff, VP of Cloud Computing and Software Services, CSC
- Jessica Carroll, Managing Director, Information Technologies, USGA
- Erich Clementi, General Manager of Enterprise Initiatives, IBM
- Joe Crawford, Executive Director, IT Services Product Management and Product Engineering, Verizon Business
- Simon Crosby, CTO, Cloud and Data Center Division, Citrix
- Jimmy Harris, Managing Director, Cloud Computing, Accenture
- Christine Martino, VP and General Manager of Scalable Computing and Infrastructure, Technology Solutions Group, HP
- Brett Michalak, Former CIO, Tickets.com
- Simon Mulcahy, Senior Director, Global Enterprise Strategy, Salesforce.com
- Andy Rhodes, Global Marketing Director – Dell Datacenter Solutions Division, Dell
- Adam Selipsky, VP, Product Mgt and Developer Relations, Amazon
- Marc Silvester, CTO, Fujitsu
- Willie Tejada, VP, Application and Site Acceleration, Akamai
- Angelo Valletta, SVP & CIO, Sun National Bank
- Kaj van de Loo, SVP for Platforms and On Demand in the Office of the CTO, SAP

- Padmasree Warrior, CTO, Cisco,
- Joe Weinman, VP, Strategy, ATT Business Solutions, AT&T

"We are excited to be collaborating with IDG Enterprise on this preeminent event at such a crucial juncture in the evolution of cloud-based services," said Kirk Campbell, president and CEO of IDC. "Cloud computing offers businesses of all sizes an unparalleled opportunity to reduce the complexity of their IT systems while simultaneously reining in their IT costs. And with cloud services expected to capture a significant share of new IT spending growth over the next five years, it represents a key market opportunity for technology vendors as well. IDC and IDG are bringing together the very best minds in the industry and a top roster of IT executive delegates to debate and determine the best course of action on key issues."

For more information or to register for the forum visit www.CloudLeadershipForum.com. To learn more about sponsorship opportunities, please contact Andrea D'Amato at adamato@idgenterprise.com or 508.766.5455, or Michael Deutsch at mdeutsch@idc.com or 508.935.4348.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. For more than 46 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com/.

About IDG Enterprise

IDG Enterprise, an International Data Group (IDG) company, brings together unique editorial brands (CIO, Computerworld, CSO, DEMO, InfoWorld, IT World, Network World and The Industry Standard) to serve the information needs of our technology and security-focused audiences. As a digital-centric media company we serve our reader and advertiser audiences with award-winning content and community, driving conversation and conversion, across our entire portfolio of award-winning, websites, events, magazines, products and services. In addition, the CIO Executive Council, a peer advisory service, brings together the nation's top CIOs, as well as provides community and leadership development tools for their staffs.

IDG Enterprise is a subsidiary of International Data Group (IDG), the world's leading media, events, and research company.

Company information is available at www.idgenterprise.com.

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