Rackspace to host SaaS and the Cloud Seminar

Released on: April 28, 2009, 4:41 am
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Industry: Internet & Online

Rackspace has announced it is to host the SaaS and the Cloud Seminar - a half day, best practices seminar which aims to reveal the key strategies and techniques needed to build a profitable Software as a Service (SaaS) business.

Taking place on 20 May at the Microsoft Campus in Reading, SaaS and the Cloud Seminar will feature Rackspace Hosting clients and partners discussing the key issues involved in building a successful SaaS business.

Speaking at the seminar will be a number of experts in the SaaS field, including Rackspace's own Director of Strategic Alliances, Brian Garvey, and Director of Product Management, Simon Abrahams, Microsoft's UK Lead for Partner Hosted Services, Martin Walker, and Anders Trolle-Schultz of SaaS-it Consult. Also speaking at the seminar will be Ivan Farneti, a partner at Doughty Hanson & Co. Technology Ventures, Piyush Shah, the CEO at Deltion and Hamish Edwards, Managing Director and Co-Founder at Xero.

Those attending the seminar will hear discussion on topics including how to make the move from on-premise to Software as a Service, how

to fund an emerging SaaS business and the future for SaaS hosting in the cloud. Other subjects covered will include secure hosting for on-demand applications, how to develop a cost effective go-to-market strategy and tips on how to exploit social media techniques to build a community of loyal users.

The half day seminar will conclude with a Q & A session with all the speakers followed by a networking lunch, where attendees can question the speakers at the seminar individually and confidentially.

Those wishing to attend the [SaaS and the Cloud seminar](#) can find further details and register at www.rackspace.co.uk.

About   Rackspace   Hosting:
As the world's leader and specialist in hosting, Rackspace Hosting is changing the way businesses worldwide buy IT. Rackspace delivers computing-as-a-service, integrating the industry's best technologies into a flexible service offering, making computing more reliable and affordable.

A trusted partner to companies of all sizes, Rackspace enables IT departments to be more effective. Rackspace is distinguished by its award-winning Fanatical Support, furthering the company's mission to be one of the world's greatest service companies. Rackspace featured in the top 30 of both the Sunday Times 100 Best Companies To Work For list and the Financial Times Great Place to Work Awards, 2008.

Rackspace's portfolio of hosted services includes managed hosting, [hosted exchange](#), hybrid hosting and [cloud hosting](#).

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