



FOR IMMEDIATE RELEASE:

SAP On Board For CLOUD DEVELOPERS SUMMIT & EXPO

Austin, TX — September 7, 2014 — The **DCIA** & **CCA** are very pleased to welcome SAP to the all new co-hosted **CLOUD DEVELOPERS SUMMIT & EXPO 2014 (CDSE:2014)**, featuring fellow industry leaders Amazon Web Services, Dell, Google, IBM, Microsoft, NetSuite, Oracle, and Rackspace, among many other cloud computing players.

CDSE:2014, which will take place in Austin, TX on October 1st and 2nd, is **now accepting delegate registrations at early-bird rates**.

SAP's Keynote Address, "Staying Ahead of the Game," by Scott Campbell, Senior Principal for Media, Sports & Entertainment at SAP America, will highlight the rapid innovation SAP provided to help the German soccer team gain a distinct advantage in the 2014 World Cup.

SAP will also present two Workshops, "Ariba — Join the World's Largest Sourcing Network" and "Developing Real-Time Data Solutions Using the SAP HANA Cloud Platform."

Principal Technical Solutions Consultant at Ariba, an SAP Company, Mark Willner will provide the hands-on tutorial of Ariba.

Find out how to join over one million suppliers that have registered and actively trade their products and services on the Ariba Network.

Account Executive for Big Data Solutions at SAP, Robby Richardson will conduct the SAP Workshop on real-time data solutions using the SAP HANA cloud platform.

This session will provide an overview of the solutions and a selection of examples from the 1,500 developers and start-ups that are running their solutions on the world's fastest real-time data platform.

SAP's participation exemplifies the **two major offerings of CDSE:2014**:

During the business conference at CDSE:2014, highly focused strategic and technical keynotes, breakout panels, and Q&A sessions will thoroughly explore cloud computing solutions, and ample opportunities will be provided for one-on-one networking.

At the co-located CDSE:2014 instructional workshops and special seminars facilitated by industry leading speakers and world-class technical trainers, attendees will, see, hear, learn and master critical skills in sessions devoted to the unique challenges and opportunities for developers, programmers, and solutions architects.

DevOps facilitators, Big Data users, and Mobile Cloud clients as well as leading representatives of end-users in these three key verticals: Media & Entertainment, Healthcare & Life Sciences, and Government & Military, will all present case studies at CDSE:2014.

About the DCIA

The Distributed Computing Industry Association (DCIA), established in 2003, is an international non-profit trade organization with the mission to commercially advance cloud computing and related technologies.

Its member companies are industry-leading software and solutions developers, broadband network operators, content rights-holders, and service-and-support firms.

The DCIA conducts such activities as business development, market research, conferences and expos, industry communications, working groups, advocacy initiatives, standards setting, and also publishes the weekly online newsletter DCINFO. To learn more, please visit www.dcia.info.

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