FOR IMMEDIATE RELEASE:

IBM Sponsors CLOUD DEVELOPERS SUMMIT & EXPO

Austin, TX — September 13, 2014 — The **DCIA** & **CCA** are very pleased to welcome IBM to the all new co-hosted **CLOUD DEVELOPERS SUMMIT & EXPO 2014 (CDSE:2014)**, featuring industry leaders Amazon, Dell, Google, Microsoft, NetSuite, Oracle, Rackspace, and SAP, among many other cloud-computing innovators.

Delegate registration at early-bird rates ends September 6th for CDSE:2014, which will take place in Austin, TX on October 1st and 2nd.

Business strategy and technical sessions covering the latest trends — Mobile Cloud, DevOps, and Big Data — as well as general interest cloud service topics will be featured along with a special focus on three economic sectors experiencing the most cloud adoption: Media & Entertainment, Government & Military, and Healthcare & Life Sciences.

IBM is a CDSE:2014 Gold Sponsor.

IBM's Keynote Address, "Mobile Cloud Architectures," by Sal Vella, Vice President, Rational Product Development and Customer Support, IBM Software Group, will highlight how government and healthcare entities, and businesses from banks to retailers, are using cloud-based mobile development and delivery environments to very quickly develop in the cloud, deliver on mobile, and test using innovative mobile and cloud capabilities.

IBM will also present two Workshops: "DevOps Services in the Cloud: From Idea to Production in Minutes" and "IBM Bluemix: Build, Deploy and Test a Mobile App in the Cloud."

Sandhya Kapoor, Senior Software Engineer, IBM Ecosystem Development, Strategic Initiatives, will lead the DevOps Workshop.

Leigh Williamson, IBM Distinguished Engineer, IBM Mobile Software Development Strategy, CTO Team, Rational Software, will lead the Mobile Apps Workshop.

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

During the business conference at CDSE:2014, thirty-six 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 with the major players in this space.

At eighteen 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.

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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