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CLOUD

LONDON CLOUD COMPUTING FORUM HOSTS INTERNATIONAL EXPERTS

London, 18 January 2009 – A stellar line up of international experts on cloud computing will converge in London 2-3 February for the conference which will assess the challenges and opportunities of cloud computing (www.poweredbycloud.com) The event will be attended by speakers and experts from North America and Europe.

“At a time when recession is putting pressure on companies around the world, cloud computing offers business and technology leaders two great opportunities,” commented Tim Jackson, chair, PoweredbyCloud. “One is to deliver web services more cheaply and more reliably than ever before, without tying up capital and human resources in racks of boxes. The other is flexible innovation -- the ability to build prototypes and new technologies quickly and without commitment, which can be scaled up quickly if successful and swiftly closed off if not.”

PoweredByCloud 2009 will address all these issues in eight tightly focused sessions over two days, covering everything from business models and finance to technology, regulation and marketing. The event will also provide a unique opportunity to network in central London with some of the most important players in one of the few parts of the technology industry likely to expand significantly in 2009.

The conference will also offer industry leaders the opportunity to debate the coming changes, position their organizations to take advantage of them, and network with clients and providers in this new emerging but fast-moving space. Simone Brunozzi, Web Services Evangelist – Europe at AWS will be addressing the forum about technologies and cloud computing.

Scansafe is Gold Sponsor of the event, and Akamai is Industry Sponsor and the event is being attended by senior level management of companies in the cloud space, telcos, technology firms, law firms, plus data centres, academics, media, storage specialists and consulting firms. It will present some outstanding networking opportunities and is also being attended by the press

The organisers point to 8 valuable business reasons to attend this forum :Valuable contacts in the cloud computing space; Significant insight into complete range of Cloud issues from making money and business models through to customers, technologies and law; Up to 6 hours of networking time; Direct contribution to Cloud business and operations plans; Perspective from both North America and Europe; Interaction with Speakers and Experts; Post event online access to presentations and a Discounted offer to receive the Cloud Computing report.

To register please visit www.poweredbycloud.com or contact enquiries@poweredbycloud.com