



November 2, 2012

Progress Software to Lead Cloud Applications and Data Connectivity Presentations at Cloud Expo 2012

Keynote session and general session presentations explore the issues companies face in offering cloud-enabled and SaaS applications

BEDFORD, Mass.--(BUSINESS WIRE)-- [Progress Software Corporation](#) (NASDAQ: PRGS), a global software company that simplifies and enables the development and deployment of business applications, today announced that the company will be giving a keynote speech on cloud applications as well as a general session on data connectivity at this year's [Cloud Expo](#), held November 5-8, 2012 in Santa Clara, California.

The Keynote session, "Cloud Applications: Some Assembly Required," will be given by Dr. John Bates, CTO of Progress Software, on Wednesday November 7. The general session, "The Impact of Big Data and Cloud on Data Connectivity," will be given by Jaime Meritt, director, product management, Progress Software and Jesse Davis, director, DataDirect research and development, Progress Software, on November 6.

Session Details

[The Impact of Big Data and Cloud on Data Connectivity](#)

Who: Jaime Meritt, director, product management, Progress Software and Jesse Davis, director, DataDirect research and development, Progress Software

What: This session will look at how companies can regain control of their data and get a complete view of critical information, while still reaping the many benefits that SaaS has to offer. The explosion in Software as a Service has changed the world of data access dramatically. Business critical information that was once within the four walls of the organization is now locked in a variety of SaaS applications deployed on the public Internet. This presents a serious challenge to business decision-makers who are driven to make the right choices for their organizations based on a now incomplete picture of the world.

Where: General Session Room — Ballroom A-H

When: Tuesday, November 6, 2012, 9:55am-10:40am

[Cloud Applications: Some Assembly Required](#)

Who: Dr. John Bates, CTO, Progress Software

What: This session will present 10 imperatives for constructing next generation applications that have been defined based on research findings from a community of 1500 application building companies. Emerging applications will not just be cloud-enabled, but also mobile, connected to social media networks and able to consume and respond in real-time to patterns in big data. Most importantly, application building must become more productive with a reduced time-to-market. To meet these demands there is an imperative to move from a model of "build everything" to a model of "application assembly" from available customizable parts.

Where: General Session Room — Ballroom A-H

When: Wednesday, November 7, 2012, 9:05am-9:50am

Progress Software executives will also be on hand throughout the show at booth number 409. Be sure to stop by as you peruse the show floor and stay connected with us over Twitter at @ProgressSW and @DataDirect_News with #CloudExpo.

About Progress Software Corporation

Progress Software Corporation (NASDAQ: PRGS) simplifies the development, deployment and management of business

applications on-premise or on any cloud, on any platform and on any device with minimal IT complexity and low total cost of ownership. Progress Software can be reached at www.progress.com or 1-781-280-4000.

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