



# In the Cloud with Game-Changers



Special Edition Series of  
**Coffee Break with Game-Changers**

with your host **Bonnie D. Graham**



In The Cloud with Game-Changers  
presented by SAP  
Archives Available  
**May 3rd 2012: Cloud As Game-Changer: Meet the Experts**

When SAP SVP Rainer Zinow meets with customers and partners, “the same issues come up time and time again: What exactly is the cloud?” On our debut show, Rainer and other cloud experts answer that question and more. Saugatuck Technology’s Bill McNee: “Today’s businesses and individuals are less encumbered by constraints of time and place, doing their work through a new array of time- and location-independent computing capabilities—Cloud, Mobile, Social and Data Analytics plus Integration.” Dell’s Kamesh Pemmaraju: “Traditional businesses of all kinds—even those that don’t define themself

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## Featured Guests



### Kamesh Pemmaraju

Kamesh Pemmaraju is a Senior Product Manager for Cloud Solutions at Dell, with specific focus on the Dell OpenStack-Powered Cloud Solution.

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### Steve Hodgkinson

Dr. Steve Hodgkinson is Research Director for Ovum’s IT research and advisory business in the Asia Pacific region. The major focus of his research work is leading edge thinking and practice about the use and management of IT.

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### Bill McNee

Bill McNee is the founder and CEO of Saugatuck Technology, a subscription research and advisory focused on the key trends and disruptive technologies driving change in enterprise IT. Over the past few years, he has helped spearhead the firm’s research into evolving business models as a result of the shift to software-as-a-service (SaaS) and Cloud IT. Previously, he was GVP and Research Fellow at Gartner. Saugatuck Lens 360 Blog: <http://saugatucktechnology.com/blog.html>. Twitter: @billmcnee.

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### Rainer Zinow

Rainer Zinow is Senior Vice President, On Demand Strategic Solution Management, for SAP AG. In this role since 2010, he oversees the portfolio of SAP® On Demand solutions including Business ByDesign™ as well

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