



# In the Cloud with Game-Changers



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

### In The Cloud with Game-Changers

presented by SAP

Archives Available

September 27th 2012: Cloud 3.0: Is It All in the PaaS?

Cloud buzzword of the day: PaaS - platform as a service. With so many so-called best-of-breed software solutions floating around, it feels like we are back in the siloed '90s. Industry futurists say that PaaS can tie them all together. So, are you ready to boost your company's status from mere-mortal best-in-class to first-mover advantage and beyond? Our experts speak: Chris Horak: "Technology is king. Content is King Kong." Frank Scavo: "You don't get a pass just because you're SaaS." Jon Reed: "It's not about product suites, it's about the platform!" Join us for their in-depth in

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### Featured Guests



#### Christian "Chris" Horak

Christian "Chris" Horak is global head of solution marketing for SAP® Business ByDesign™, SAP AG, responsible for providing and driving solution positioning and messaging as well as thought leadership programs across geographies, industries and routes to market to increase reputation, relevance and pipeline impact for SAP Business ByDesign and the overall On Demand portfolio. From 2007-10, Chris was responsible for SAP NetWeaver marketing, and before that he lead the early marketing definition for SAP Business ByDesign. He has over 20 years of experience in global software marketing, product management and business development for very small and midsize companies as well as large corporation

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#### Jon Reed

Jon Reed is an SAP Mentor and independent analyst who blogs and videocasts on enterprise market trends. Jon is the driving force behind JonERP.com, an interactive web site that features Jon's long-running SAP podcast series. His client services are focused on the creative integration of media into a mold-breaking business strategy. Jon is also an Enterprise Irregular, an influential consortium of enterprise bloggers and practitioners. Recently, Jon and video partner Dennis Howlett launched JD-OD.com - a video commentary web site for the on-demand enterprise. Jon is a fan of spirited enterprise conversation and welcomes connections on the social platform of your choice. He is a frequent prese

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#### Frank Scavo

Frank Scavo is VP and Principal Analyst at Constellation Research, Inc. focusing on IT strategy, IT management metrics, enterprise applications, and business process improvement. Frank was one of the first tech bloggers, beginning in 2002 with his launch of the Enterprise System Spectator providing independent analysis of issues and trends in enterprise applications software and the strengths, weaknesses, advantages, and disadvantages of the vendors that provide them. He has been quoted as an IT expert in the New York Times, Wall Street Journal, Computerworld, CIO Magazine, ZDnet, eWeek, Datamation, CFO Magazine, and other publications. His Enterprise System Spectator blog is in the top 100

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