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## ITO America Webinar “Cloud BI: Breaking Into the Enterprise” Offers Insight into On-Demand BI

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**January 13, 2010** – The 2010 ITO America webinar series will kick off with a first BI focused webinar that will feature presentations from Sarah Burnett, Senior Analyst, Ovum and Brad Peters, CEO, Birst. Burnett and Peters will explore the benefits of on-demand BI and how cloud BI has continued to gain growing acceptance in the enterprise.

**Webinar Date:** Tuesday, January 19<sup>th</sup> 10.00-10:30am + live audience questions

**Presenters:** Sarah Burnett, Senior Analyst, Ovum and Brad Peters, CEO, Birst

**Host:** ITO America

**Synopsis:** Cloud BI is gaining increased market acceptance. A number of Software as a Service (SaaS) CRM trailblazers have been demonstrating the validity of the on-demand model for CRM, and SaaS BI vendors are beginning to do the same. Most of the early adoption thus far has been among departments of enterprises and small and medium businesses. The next test for SaaS BI will be to expand its foothold in the enterprise market.

When SaaS starts to coexist with or replace complex enterprise applications, including BI, it will truly have broken into the mainstream. 2010 could be the year vendors begin to demonstrate how a SaaS solution can kick-start an actionable enterprise-wide BI strategy without the organization having to first undergo a complex and drawn out deployment.

**Registration Page:** <https://www2.gotomeeting.com/register/686189026>

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