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FOR IMMEDIATE RELEASE

ITO America to Host “Cloud Computing: Innovation that Drives IT and Operation Efficiencies” Webinar

March 10, 2010- The ITO America webinar series will host “Cloud Computing: Innovation that Drives IT and Operation Efficiencies” a live webcast that will bring together Enterprise Management Associates and IBM to discuss the ROI payback in managing the cloud computing environment. Dennis Drogseth, VP Research, IT Megatrends, Analytics & CMBD Systems, EMA, and Rick Mayo, Marketing Manager, Cloud Computing, IBM, will participate in the webinar as panelists. The live session will be held on Thursday, March 25, 11:00 – 11:45 a.m. EDT and webinar registration is now open at <https://www2.gotomeeting.com/register/652102378>.

Title: Cloud Computing: Innovation that Drives IT and Operation Efficiencies

Date/Time: Thursday, March 25, 11:00-11:45 a.m. EDT

Participants: Dennis Drogseth, VP Research, IT Megatrends, Analytics & CMBD Systems, EMA, and Rick Mayo, Marketing Manager, Cloud Computing, IBM

Abstract: In a world where almost anyone and anything can connect to the Internet, the exponential increase in the volume of information and connected devices creates a dilemma: IT complexity increases as does demand for simplicity. This challenge calls for a more dynamic service delivery model that enables rapid innovation for applications and services. Cloud computing can be one element of such a model. As organizations examine the business value of cloud computing, it is important to understand how cloud can lower IT expenses. Join IBM and Enterprise Management Associates as they examine what a cloud is, key challenges faced by the enterprise and benefits including ROI in managing a cloud environment. This webinar will provide clarity, insight, and understanding based on real-world data and experience that will give you the lowdown on the key areas of cost savings that are associated with every cloud infrastructure implementation.

Registration Page: <https://www2.gotomeeting.com/register/652102378>

ITO America

ITO America is part of the Integrated Media Services Division, of technology marketing leader CDM Media. The ITO America team works with CIOs, analysts and technology thought-leaders to bring the latest IT trends and strategies to business executives across the globe. The Web site, www.itoamerica.com, is considered the premiere business

technology leadership resource for enterprises across North America and features a content-rich editorial calendar that encourages innovation throughout our CIO audience. The ITO America team utilizes multiple communication platforms, including e-marketing, live Web events, on-demand multimedia promotion, and one-on-one business briefings. With more than 148,000 online users, ITOAmerica.com achieves maximum exposure to IT decision-makers and thought-leaders. Check out ITO America on Twitter, @ITOAmerica.