



Transforming Your Business with the Cloud

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National Cloud Conference to be Held in Philadelphia

Pulitzer Prize Nominee Nick Carr to Keynote Phorum 2012 Conference

Philadelphia, PA (December 7, 2011) – The Greater Philadelphia Alliance for Capital and Technologies (PACT), in partnership with Dell Inc. and Fairmount Partners, today announced plans for its inaugural Phorum technology conference for business and technology executives. Phorum 2012, to be held March 28, 2012 at World Cafe Live in Philadelphia, will explore cloud computing technologies and their transformative impact on how companies do business, go to market, and compete. The conference will feature nationally recognized speakers and presenters and draw participants from across the country.

As cloud computing remains the top IT priority for 2012 and tops the list of IT investments, it is imperative that IT executives understand the what, why, and how of the new cloud way of doing business. Phorum 2012 will spotlight industry thought leaders as well as hands on practitioners to provide engaging content through keynotes, panels, and interactive discussions. It will help executives understand not just the technology but how the technology can be pragmatically applied to transform the enterprise and achieve real business goals.

“Phorum 2012 seeks to fill a void in the executive conference circuit by educating business and technology executives about the transformative potential of cloud computing,” said Bob Moul, General Manager at Dell and former CEO of Boomi. “The focus of the conference will be on cloud as a business strategy versus cloud as a technology. We are excited to lead the national discussion about cloud computing and its practical applications to the enterprise.”

Phorum 2012 will feature a keynote address by Nick Carr, Pulitzer Prize nominated author of “The Big Switch” and “The Shallows: What the Internet is Doing to Our Brains,” who will speak about changing technology trends and how they impact the enterprise. The conference also includes keynotes from Peter Coffee, VP and Head of Platform Research at Salesforce.com, and James Staten, Vice President and Principal Analyst at Forrester Research.

Sponsors for Phorum 2012 include Dell, Fairmount Partners, BMC Software, CA Technologies, ColdLight Solutions, Hollister Creative, ICG, KPMG, LiquidHub, PACT, Slice Communications, SmartCEO, Unisys, and USEED.

Tickets range from \$200 to \$350 and sponsorships are still available. Visit www.phorumphilly.com to register and for more information about the speakers and conference schedule.

About Philadelphia Alliance for Capital and Technologies (PACT)

Greater Philadelphia Alliance for Capital and Technologies (PACT)'s vision is to be a premier resource for emerging growth companies in the technology, clean technology, and life sciences industries. We connect emerging growth companies, venture investors, professional advisors, and technology-focused corporations to network, develop relationships, pursue business opportunities, and market and promote their businesses to foster growth and innovation. For more information please visit www.philadelphiapact.com.