



Software Association of Oregon

SAO Welcome

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Our Mission Today

**We want to participate
in the conversation...**

Learn what you need...

Share what we do...





Who We Are...

Three distinct groups

- Corporate Software**
- “Entrepreneurial”**
- Embedded Shops**





Software Association of ~~Portland~~





Value of buying "local"

By the Numbers

Software Companies: 22,939

Annual employment growth (2003-08): 4.6%

Payroll 2008: \$1.9 Billion

Annual payroll growth (2003-08): 8.5%

Average wage 2008: \$82,563

Annual average wage growth (2003-08): 3.7%

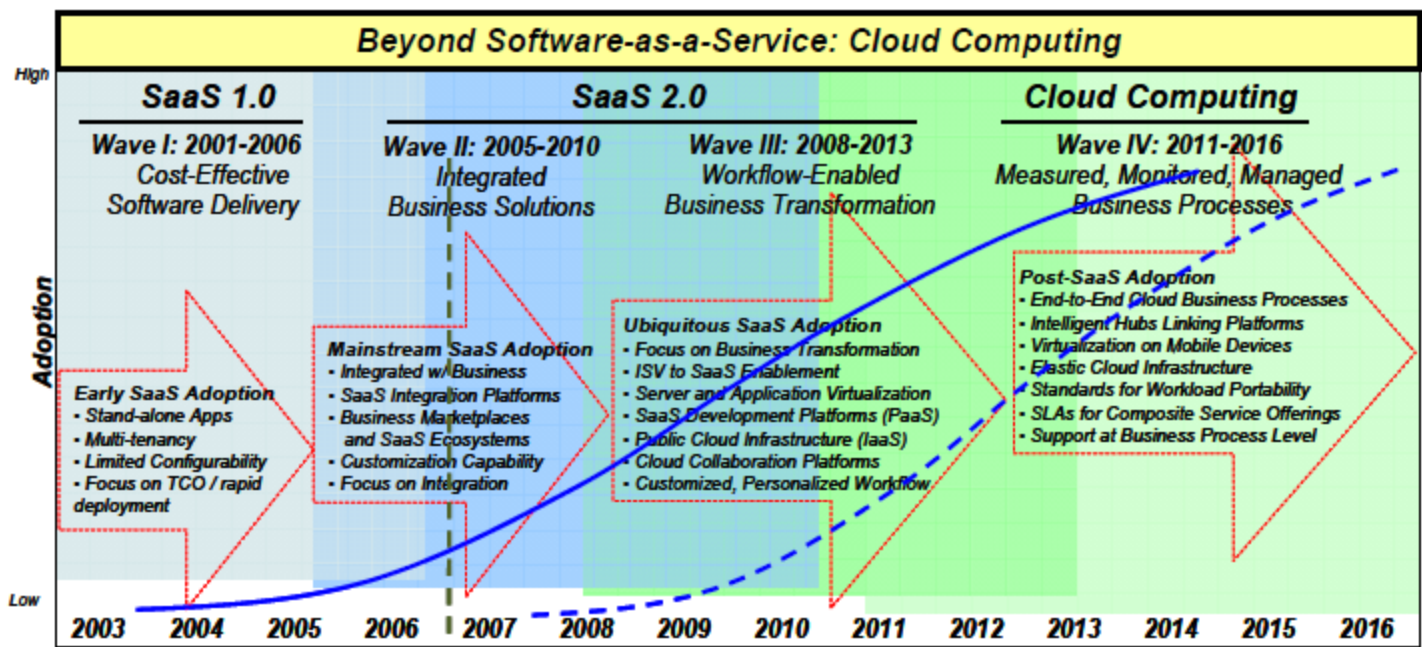
Bleak Software Company Forecast:

**Only 2% Growth in
Software Companies by
2018**

Source: State Economist Michael Adams, `

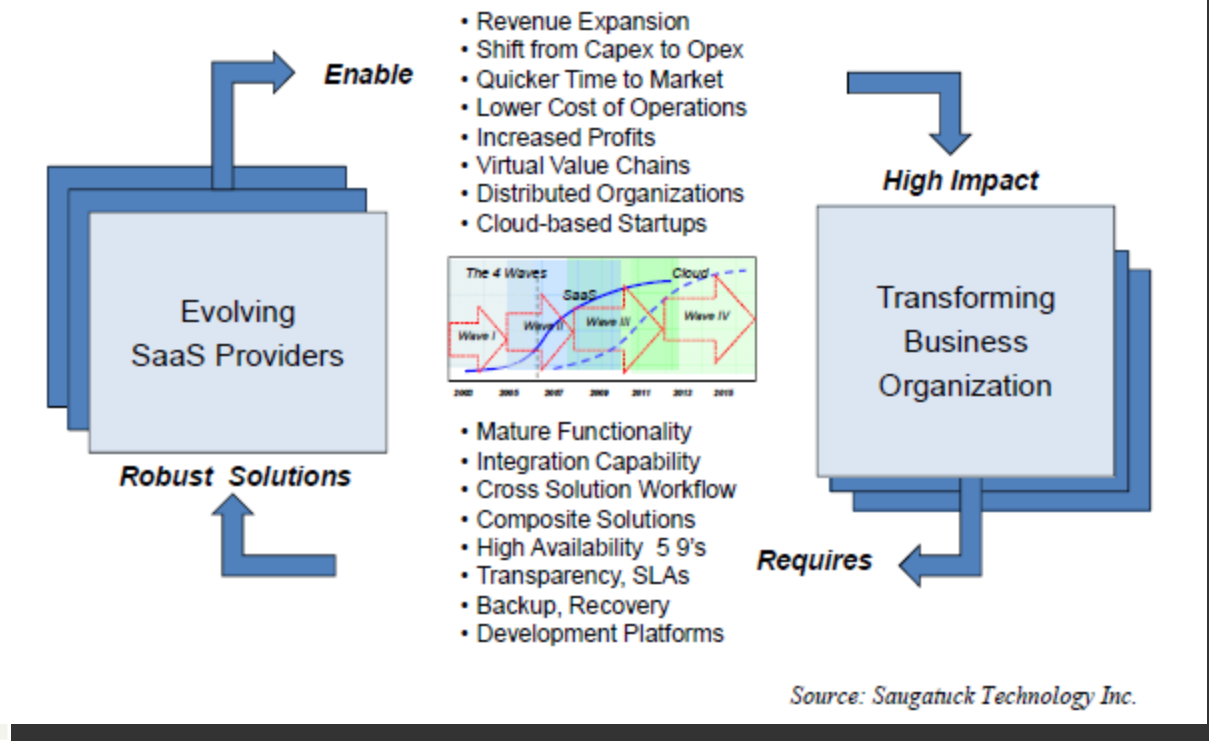
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SaaS Wave of Growth



Source: Saugatuck Technology Inc.

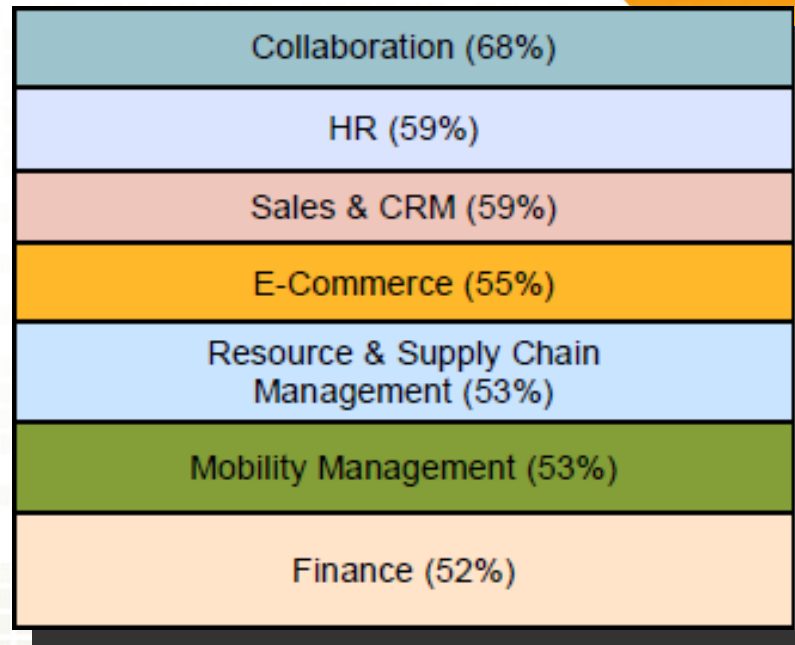
SaaS Transformation Cycle



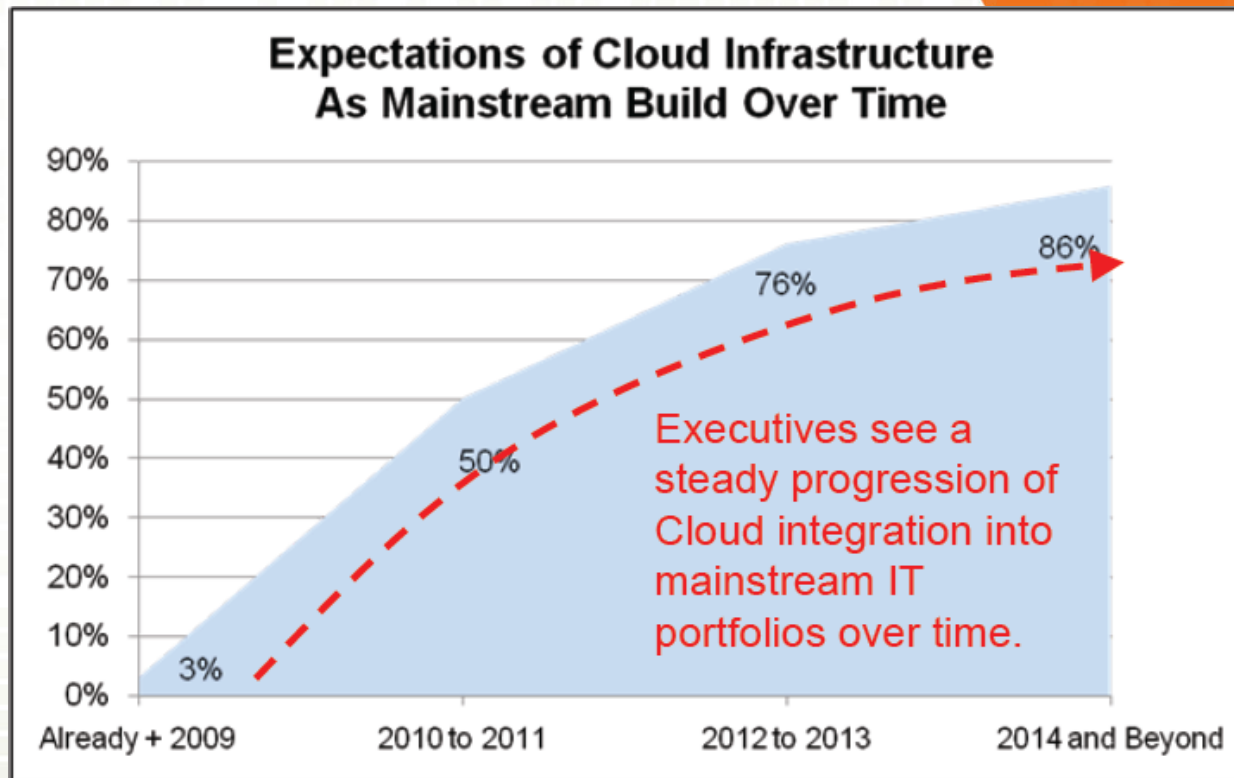
SaaS Adoption Rankings

**Enterprise
Adoption
Priorities
Thru 2011**

Saugatuck Global Survey; n=1788

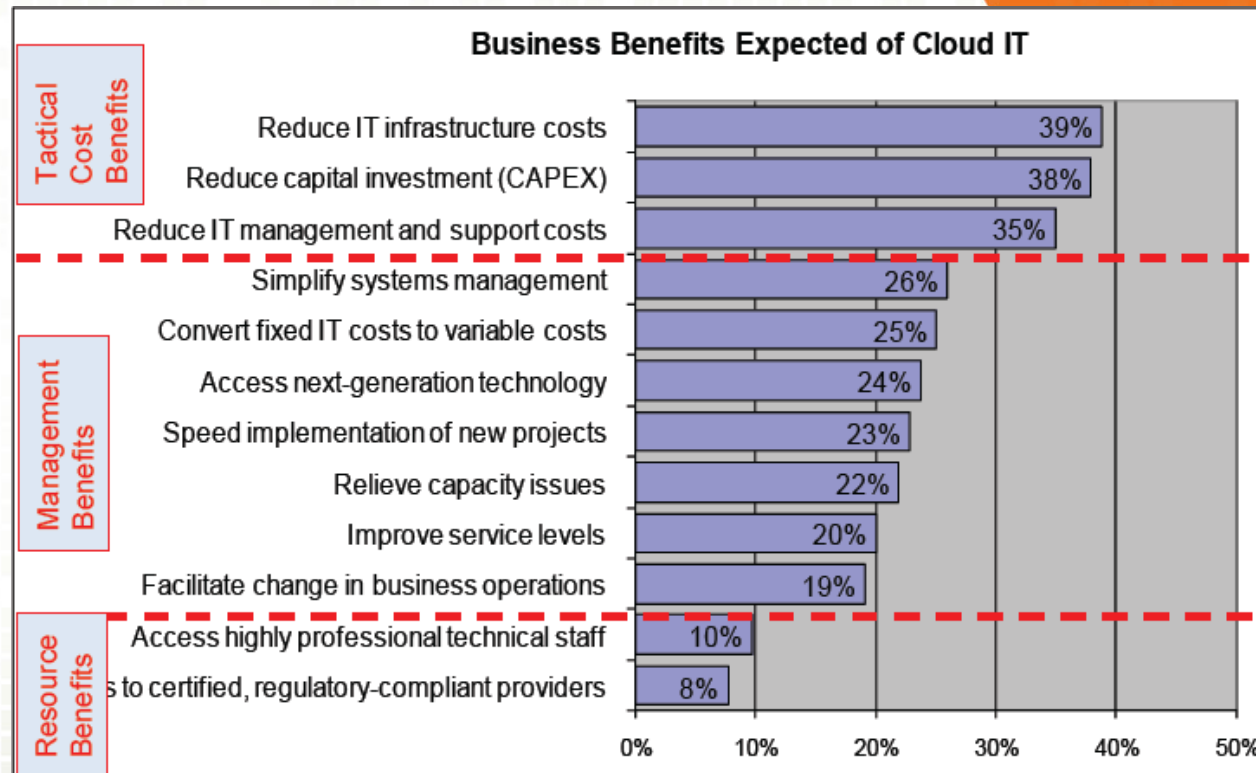


SaaS Goes Mainstream



Source: Saugatuck Technology Inc.; 2009 global user survey, n = 670

Ranking the Business Benefits



Source: Saugatuck Technology Inc.; 2009 global user survey, n = 670

5-Year SaaS Predictions

- **Strong, Steady SaaS Growth**
- **Business Plans are VUCA laden**
 - **Review**
 - **Refine**
 - **Repeat**
- **Involve the Community**
- **Focus your implementations**
- **Don't fall into the 'vendor exclusion' trap**

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THANK YOU

