



## Open Enterprise 2.0 Mashup Summit

The Open Enterprise 2.0 Mashup Summit is Friday, 12 March 2010 in San Francisco, California USA.

San Francisco, CA (PRWEB) March 3, 2010 - The Open Mashup Alliance, Jackbe Corporation, The Programmable Web, Serena Software, EMU Summits, Adobe Systems Incorporated, Ribbit, DreamFace, Hinchcliffe & Company and many others announces the Open Enterprise 2.0 Mashup Summit on Friday, 12 March, 2010 in San Francisco, California USA (<http://www.emusummit.com/>). The Enterprise Mashup Summit will be held at the San Francisco State University beautiful downtown campus in the heart of San Francisco.

### Some Sponsors

- Adobe Systems
- Mashable
- Serena Software
- Ribbit Corporation
- EMU Summits
- Jackbe Corporation
- DreamFace
- Open Mashup Alliance
- Programmable Web
- Hinchcliffe & Company

This Open Enterprise Mashup Summit provides the deep expertise, open tools and relationships to achieve mastery of enterprise mashups (EMU). The Mashup Summit is tuned and optimized for business leaders, business users, information strategists, IT architects, programmers, developers and knowledge management professionals. The Open Enterprise Mashup Summit is an inaugural gathering of the Open Mashup Alliance and the global enterprise mashup community.

"We are very excited to be a founding member of Open Mashup Alliance and to foster mashup interoperability and portability through an open language for enterprise mashups," said Deepak Alur, Vice President of Engineering at JackBe, and summit sponsor.

"Open enterprise mashups are the future of business computing. They are fundamentally redefining operations, tactics and strategies in the smartest organizations. They provide the essential capabilities to integrate and transform yesterday's process orientation into our network-centric future," said John Maloney, founding sponsor of the Open Enterprise 2.0 Mashup Summit.

"Using Adobe's Rich Internet Applications (RIA) technology, enterprise customers are exploring mashups to deliver contextual, task centric workspaces that aggregate information from different backend applications." - Kumar Vora, VP & GM, Adobe Systems

Open Enterprise 2.0 mashups are the fastest growing ecosystem on the Web by far. They are becoming commonplace in and between top global firms. Enterprise mashups drive improvements in resource utilization, productivity, innovation and sharply improved corporate performance overall. Firms have discovered the spectacular business advantages of enterprise 2.0 mashups.

### Pricing and Availability

Registration for the Open Enterprise 2.0 Mashup Summit is open and available now. All are welcome. The event tuition, the full-day learning experience, meals, refreshments, materials, books, discounts, Wi-Fi access and registration is \$299.00. Secure, online Website registration in advance required. There is no on-site registration. All are welcome. <http://www.emusummit.com/>

#### About

The Open Enterprise Mashup Summit was founded in 2006 in Silicon Valley. The community was conceived and is sponsored by participants only. Sessions are open, low-cost, practical and conversational. Participation is capped to optimize interactions. Join the conversation to improve performance, growth, greater effectiveness, faster innovation, customer delight and mastery of open, network-centric enterprise mashups.

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