



Bessemer's CEO Conference on Cloud Computing & SaaS

May 11th
Palo Alto Hills Golf and Country Club
3000 Alexis Drive, Palo Alto, CA 94304
Phone: 650-948-1800
www.pahgcc.com

May 12th
Rosewood Sand Hill
825 Sand Hill Road, Menlo Park, CA 94025
Phone: 650-561-1500
www.rosewoodsandhill.com

Sponsored by Silicon Valley Bank

Agenda

Tuesday, May 11th, 2010 - Palo Alto Hills Golf & Country Club

12:00 - 5:00pm **18 Hole Golf Round (Optional)**

- Please plan to arrive by 12:00pm as first foursome will tee off at 12:15pm
- Box lunches, carts, and balls will be provided. Rental clubs available if requested in advance

The Proshop requests that guests wear collared shirts and refrain from cell phone usage

5:00 - 6:30pm **Cocktails and Welcome Reception**

6:30 - 8:30pm **Dinner and CEO Fireside Chat**

Josh James, founding CEO of Omniture

Josh James was the co-founder and CEO of Omniture, a leader in the emerging high-growth online business optimization and web analytics market. Omniture was one of the highest performing IPOs on the NASDAQ for 2006 and became the largest SaaS acquisition of the last several years when Adobe purchased the company for \$1.8 billion in October, 2009. Josh will share his perspective from being one of the youngest CEOs of a publicly traded company, and his first hand experience with the Cloud Computing IPO and M&A processes.

8:30pm onwards **Informal Discussion: Open Bar, Poker and Liar's Dice**

We ask that participants arrange for their own transportation at the conclusion of the evening.

Attire is business casual but please note that the Palo Alto Hills Golf & Country Club has a "NO JEANS" policy for its members and guests.

Wednesday, May 12th 2010 - The Rosewood Hotel, Sand Hill Road

7:30 - 8:30am **Breakfast and informal discussions**

8:30 - 8:45am **Welcome Remarks**

Byron Deeter, Bessemer Venture Partners

A brief welcome to the event and an overview of the day. Prior to joining Bessemer, Byron was the founding CEO of Trigo, a BVP backed SaaS and software business acquired by IBM in 2004. Byron is the original author of Bessemer's 10 Laws of Cloud Computing and SaaS, was recently named one of the ten "Thought Leaders of the SaaS Revolution," and is on the board of several cloud computing and internet companies, including Bizo, Cornerstone OnDemand, Criteo, Eloqua, Intacct, and Retail Solutions.

8:45 - 9:30am **Panel: "Revenue Performance Management"**

As the economy is recovering from its worst downturn since the great depression, how should you adjust your sales and marketing activities, processes and metrics to support your growth? What new technologies can you leverage to fuel your revenue engine? Does growth mean investment in sales people or in marketing for leads? How do you get "one view of the truth" regarding your pipeline – a set of numbers endorsed by both marketing and sales? And how do you benchmark that view? Is it time to invest in international markets or channels? This panel will feature CEOs of Cloud and Online marketing companies who are on the forefront of this sales and marketing revolution.

Adam Miller, CEO, CornerstoneOnDemand

Russ Glass, CEO, Bizo

Bill Macaitis, VP Online Marketing, Salesforce.com

Gary Megassiana, EIR, Bessemer Venture Partners, and former CEO of Netli (acq. by Akamai)

Moderator: Joe Payne, CEO, Eloqua

9:30 - 10:15am **Opening Keynote and Q&A: Dialog Around "The OpenTable Success Story"**

Jeff Jordan, CEO, OpenTable

OpenTable was founded in 1999 to change the world of restaurant reservations forever. Jeff Jordan became CEO in 2007 and helped the company complete the most successful Cloud IPO of 2009 and 2010. Prior to joining OpenTable in 2007, Jeff held several senior leadership roles at eBay where he helped build the company into the Internet's leading commerce brand and led the successful acquisitions of PayPal and Half.com. We'll have an open discussion with Jeff about his experiences with their IPO and subsequent quarters as a public company, and his advice to the CEOs in the room interested in the public markets.

Jeremy Levine, Bessemer Venture Partners

A Partner in BVPs' New York office, Jeremy focuses on investments in software and Internet companies. He currently serves on the boards of Convertro, Diapers.com, eEye Digital Security, Intego, Metalogix, OLX, Parallels, Wikia, and Yelp, and he co-led BVP's investment in LinkedIn and the Gerson Lehrman Group. He also served on the board of Gracenote until Sony acquired the company in 2008. Before Joining Bessemer, Jeremy worked at Dash, an Internet software publisher, AEA Investors, and McKinsey & Company.

10:15 - 10:30am **Coffee Break**

10:30 - 11:30am **Keynote and Panel: "Your Cloud or Mine"?**

Introduction by Adam Selipsky, Vice President, Amazon Web Services

Amazon.com has taken the cloud computing world by storm with the amazingly successful launch and growth of their Amazon Web Services cloud platform. Adam Selipsky has been a key member of the executive team behind this success. He will open the cloud infrastructure discussion with an overview of AWS and will share Amazon's perspective on the future of cloud computing.

Adam's presentation will be followed by a panel that will address if, how, and when CEOs of cloud and internet based businesses can leverage external Infrastructure as a Service (IaaS) and Platform as a Service (Paas) offerings.

Adam Selipsky, VP Amazon Web Services

Rob Reid, CEO, Intacct

John Viega, CTO, Perimeter eSecurity

Bryan Goode, VP, BD, Parallels

Moderator: Alex Ferrara, Bessemer Venture Partners

11:30 - 12:00pm

Presentation: "What Every CEO Needs to Know About Product Design"

Jason Putorti, Designer-In-Residence, Bessemer Venture Partners

Jason was the lead designer of the wildly popular Mint.com consumer finance website that Intuit acquired in 2009 for close to \$200m. Mint.com became one of the fastest growing consumer internet applications based on the intuitive product design and user friendly workflow. Jason joined Bessemer a few months after the acquisition to work closely with our portfolio companies as the first "Designer-In-Residence" in the venture capital industry.

12:00 - 1:05pm

Group Lunch

1:05-1:15pm

Unveiling of Reach for the Cloud book

Mark Trang will unveil his book, Reach for the Cloud, which is designed to be a practical guide to building a successful SaaS business in the era of cloud computing. Mark oversees Salesforce.com's worldwide alliances programs and is responsible for helping entrepreneurs, ISVs, and systems integrators build successful businesses in the cloud using salesforce.com technologies and going-to-market as a salesforce.com partner. Bessemer has worked closely with Salesforce.com on many of these initiatives and guest authored the finance chapter of Reach for the Cloud.

1:15 – 2:00pm

Panel: "The Consumerization of Software"

The explosive growth of cloud computing is not only changing the delivery model of software, but the business model as well. Hear from some of the most innovative companies across a variety of emerging platforms and models including "freemium" iPhone/iPad and web applications, tiered subscription Facebook applications, viral consumer cloud offerings, SMB metered web applications, and Enterprise2.0 models. In this new paradigm, the decision making power for software applications has shifted from IT to end users. This panel will discuss the unparalleled rise of "employee software" and what it means for your business in the future.

Alex Mehr, CEO, Zoosk

Drew Houston, CEO, Dropbox

Avishai Abrahami, CEO, Wix

Jeff Smith, CEO, Smule

Moderator: Philippe Botteri, Bessemer Venture Partners

2:00 - 2:45pm

Panel: "The Business of Social Media"

Social Media is everywhere today as Facebook, LinkedIn, Twitter, Yelp, MySpace, and other social platforms are making the important transition from exciting user destinations to powerful monetization platforms. Entire businesses are now being created around social networks, leading brands are now allocating sizable budgets to social media, and existing businesses are now leveraging the social graph for innovative applications and customer acquisition strategies. This panel composed of social media experts will discuss the "business of Social Media", and what it means for you, your customers, and the future of your business.

John Pleasants, CEO, Playdom

Geoff Donaker, COO, Yelp

Deep Nishar, VP, LinkedIn

Ethan Beard, Dir., Developer Network, Facebook

Moderator: David Cowan, Bessemer Venture Partners

2:45 - 3:00pm

Break

3:00 - 3:45pm

Fireside Chat: “The Cloud Transition”

Grieg Coppe, Chief Corporate Strategy & Development Officer, Intuit

Grieg joined Intuit in 2009 to head Corporate Development and Strategy, and was particularly instrumental in the acquisitions of Mint.com and PayCycle. Before joining Intuit, Grieg Coppe was a senior partner with Accenture for over 15 years. He was one of the firm’s leaders in the high tech strategy practice located in San Francisco and was also one of the firm’s leading M&A and Post-Merger Integration experts. He has participated in some of the largest integration efforts within the high-tech industry.

Moderator: Sarah Friar, Managing Director, Goldman Sachs Research

Sarah Friar leads Software Institutional Research at Goldman Sachs and is one of the most highly regarded tech analysts on the Street. A big believer in the secular shift to Cloud Computing, Sarah highlights “Cloud Computing” as one of her main investment themes for 2010 and recently added several more SaaS companies to her team coverage list. Prior to joining GS in 2000, Sarah worked at McKinsey&Company.

3:45 - 4:00pm

Break

4:00 - 4:45pm

Panel: “The Return of the Cloud IPO and M&A Markets”

After trading at less than 2x revenues in March 2009, SaaS multiples are now back approaching “pre-crash” levels at average of almost 4x, with a few large companies including Concur, Salesforce or SuccessFactors trading close to 6x revenues. Over the last year we have witnessed a handful of positive SaaS IPOs, some sizable M&A exits, and many recent S-1 filings and public debt offerings to suggest that more activity is ahead. What is it like to go public in these markets? What is the IPO and M&A outlook for 2010?

Michael Simon, CEO, LogMeIn

Steve Walske, Chairman, Endeca & Board Director of Synopsys

Jim Fowler, CEO, Jigsaw (acq. by Salesforce.com)

Bob Goodman, Bessemer Venture Partners

Moderator: Jim Anderson, President, Financial Group, Silicon Valley Bank

4:45 - 5:00pm

Closing remarks

5:00 - 6:30pm

Closing “Sushi and Sport Cars” Cocktail Reception

Join us on the Rosewood patio for an informal closing reception of sushi and cocktails, and don’t miss the opportunity to drive the world’s fastest production electric car! Representatives from Tesla will be on hand to offer test drives of their innovative Roadster (more info on www.tesla.com).
