Panel 1:
SaaS: The Second Decade

Moderator: Ephraim Feig, Innovations to Markets, Inc., USA

Abstract:

The first decade of SaaS saw some notable successes and many more failures. What can we learn from the first decade that will help make SaaS more successful in the second decade? Will Cloud Computing be a driver for SaaS? Who are the new players, and what can we expect from the usual contenders? Are there new technological advances that give SaaS added advantage? Have the economic and business conditions changed so as to give SaaS a boost?

About the moderator:

Dr. Ephraim Feig is President of Innovations-to-Market. He was a Senior Director of Motorola (2006-2009) and Chief Technology Officer and Chief Marketing Officer of Kintera, Inc. (2000-2006) and a researcher and R&D manager at IBM (1980-2000). He was elected IEEE Fellow for contributions to signal processing, holds 27 US patents, and has published more than 100 technical articles. Dr. Feig has served as an adjunct professor at several universities, including Columbia University, The City College of New York and New York Polytechnic Institute. He is a founding member of the IEEE Computer Society Technical Committee on Services Computing and this year’s Program Chair of IEEE SCC. He serves on advisory boards at CUNY, UCSD and USD, and is on the board of directors of the San Diego Symphony Orchestra.
Panel 2

Communication Cloud and Software Cloud: 
Technical Challenges and Business Implications

Moderator: Wu Chou, Director, IEEE Fellow, Avaya Labs Research, USA

Abstract:

Communication cloud is a new type of cloud computing paradigm to address real-time and near real-time communication needs that encompass various aspects of unified communication and web centric intelligent communication endpoints. One important development of communication cloud is Google’s Wave initiative. It offers many critical features in unified communication, e.g. social networking, federation, tagging, collaboration, etc., from a cloud computing and HTML5 based browser environment.

On the other hand, software cloud offers software-as-a-service (SaaS) that encompasses almost every aspect of software applications. The fast evolution of communication cloud and software cloud leads to various new technical challenges and the possibility of combining both computing clouds for better services.

In this panel session, we invite industry technology experts and researchers to discuss technical challenges and business implications of communication cloud and software cloud to support business, personal, and enterprise applications in services computing.

About the moderator:

Wu Chou is an IEEE Fellow, Director and Avaya Labs Fellow of Avaya Labs Research. He received his Ph.D. degree in Electrical Engineering from Stanford University, USA. He is a leading expert working in the field of communication, computing and signal processing for over 20 years. He and his group develop advanced technologies in cloud and high availability computing, Web services, communication, software-as-a-service (SaaS), and services computing. He is a member of IEEE Computer Society, Signal Processing Society, and Communication Society. He served at numerous technical committees, industry standards bodies, and transaction/journal editorial boards. He has 22 granted US and International patents, authored or co-authored over 100 research paper publications.