

Consortium of Apttus, Kenandy, and ServiceMax Announce Inaugural CIO Innovators Summit Agenda

Leading Users of the Native Salesforce1 Platform to Join Forces at Exclusive CIO Event this July; Coca-Cola Enterprises, GE Energy, Salesforce.com and Deloitte to speak

San Francisco, Calif. — July 8, 2014 — [Apttus](#), [Kenandy](#), and [ServiceMax](#), who recently founded and launched the first consortium of leading software companies built 100 percent native on the Salesforce1 Platform, today announced the final agenda for their inaugural [CIO Innovators Summit](#), to take place on July 16 at the Rosewood Sand Hill in Menlo Park, Calif.

The annual summit aims to bring together like-minded companies and CIOs from across industries to share ideas and experiences on how modern enterprises are transforming their companies with technology. This year's summit will focus on how cloud, mobile, and social technology tools are shaping and accelerating a new era of business software.

Keynotes this year include:

- Valleyside Chat with Esat Sezer, Senior VP & CIO, Coca-Cola Enterprises: *Coca-Cola Enterprises' Business Transformation With Mobile and Cloud Technology*
- Valleyside Chat with Trey Keisler, CIO, GE Energy & Bruce Richardson, Chief Enterprise Strategist, Salesforce: *Innovation in the Field: GE's Decision to Invest in Mobile, Social and Cloud*
- Kamal Ahluwalia, CMO, Apttus: *The New Cloud CIO: Transforming From Provider to Profit Center*
- Sandy Kurtzig, Founder & CEO, Kenandy: *Cloud ERP for the Agile Enterprise*
- Scott Berg, COO, ServiceMax: *The Technology Driven Service Economy*
- Andy Main, Principal, Deloitte Consulting LLP: *Bringing It Together: Managing Rapid Innovation*

In addition to these talks, attendees will participate in three facilitated discussions, wherein CIOs will be able to talk directly with each other about the pressing issues and opportunities of business and technology today. These sessions will be voted on and selected based on popular demand of the summit participants. Topics include integration security; global rollouts of cloud technology; building long-term strategy for mobile and social adoption; tips and tricks for cloud implementation; tools CIOs can't live without, from apps to data systems; and more.

The summit is an exclusive, invite-only event. Registered attendees include senior IT executives from Varian, Tyco, Thermo Fisher Scientific, Logitech, Inc., Ansell Healthcare, among others.

For more information on the consortium, please visit <http://forceunited.org/cio-summit/>.

About ServiceMax

There are more than five million field service technicians in the United States alone tasked with keeping our world running, yet today there is no standard technology for managing the way companies empower them to truly delight their customers in the field. ServiceMax is rethinking

field service, and delivering cutting edge technology to help companies perfect service delivery, drive revenue and growth, and delight customers. The impact of ServiceMax is simple: lower costs, greater efficiency, happier customers; all while increasing revenue. ServiceMax has helped customers on average increase productivity through mobile by 26 percent, service revenue by 22 percent, and customer satisfaction by 15 percent. ServiceMax customers include large enterprises such as Electrolux, Coca-Cola Enterprises, and Elekta, and smaller businesses like McKinley Equipment and Kinetico. Based in Pleasanton, California, they are a company of innovators, thinkers, and doers who care passionately about changing the world of field service. To learn more, please visit: www.servicemax.com.

About Apttus

Apttus, the category-defining Quote-to-Cash software company, drives the vital business process between the buyer's interest in a purchase and the realization of revenue. Apttus is delivered on the Salesforce1 Platform, the world's most trusted and comprehensive cloud delivery infrastructure. Applications include Configure-Price-Quote (CPQ), Renewals, Contract Management and Revenue Management. Additionally, Apttus' patent pending X-Author technology enables Microsoft Office to be a user-interface with full interaction and control between Salesforce and Microsoft Office. Apttus is based in San Mateo, California, with additional offices in London, UK, Bozeman, Montana and Ahmedabad, India. For more information visit: apttus.com.

About Kenandy

Kenandy is the cloud ERP platform for modern global enterprises. Kenandy Empowers Real People™ to work the way they want to work on any device anywhere in the world — it's easy to use, implement and change. Kenandy creates enterprise agility and provides a foundation for business innovation and transformation. The system automates all of your core business processes including order-to-cash, procure-to-pay, planning and production, and global financials. Kenandy is based in Redwood City, California with additional offices in Atlanta, Boston, Chicago, Dallas, New York, and southern California. For more information visit: www.kenandy.com.

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