European Software & Solutions Summit 2015 highlights pace of change and fundamental shifts in the market

- **Industry majors including HP, Interoute, Oracle and Verizon announced as sponsors**

(London, 12 February 2015) European software development is gearing up for a period of change and growth, as a number of trends announced this week are showing. The European Software and Solutions Summit to be held on March 25 in London will examine some of these changes and assess the likely impact on the European industry. Amongst the sponsoring companies leading discussions will be a number of industry's most innovative and influential organisations including: HP, Interoute, Oracle, Verizon, ConnectWise, Autotask, Coverity, LabTech, Logi Analytics and ISVWorld.

According to Gartner's latest forecasts, Enterprise Software is currently the fastest growing sector in IT, with worldwide spending predicted to grow 5.5% this year – more double the industry average and outstripping the pace of growth of even the devices sector. But behind the headline growth lie some fundamental shifts in the way software is being developed, marketed and delivered.

Reports from the judges of the European IT and Software Awards 2015 on the finalists announced last week, show that the trend towards software development for specific vertical markets has continued. The ISV categories showed increasingly sophisticated projects, often with the external developers buying-in packaged solutions for aspects of security and management, especially in mobile-enabled applications.

"The development world has moved up a gear," says John Garratt, chair of the judges and editor of IT Europa, "And we are seeing the results of the move to cloud and Software-as-a-Service that started to make an impact last year." There is still a level of uncertainty about future directions, however, with the required level of commitment to a platform to offer multi-device solutions concerning some software companies, he thinks, based on conversations with developers.

The topics of platform selection, management and the whole nature of the changes in software development for enterprise will be discussed at the European Software and Solutions Summit (EUSSS) to be held on March 25 in London. The event will set out to find answers to the questions ISVs, enterprise developers, Solution Providers, vendors and channels have on the move "beyond the cloud" and how business models have to change in an increasingly digitalised and revenue/opex-based software world in which Cloud and XaaS (Everything-as-a-Service) delivery models dominate.

Under the overall theme of "Beyond the Cloud – Creating competitive advantage by driving Digitalised Business," the European Software & Solutions Summit 2015, which incorporates the European ISV Convention, will explore the new business concepts, models and structures enabled by this new digitalised world and the role the software vendors, solution/service providers and application developers play in their development. Now in its eighth year, The European Software & Solutions Summit 2015 builds on previous Conventions and will feature presentations from leading industry speakers and analysts to examine emerging trends in software and solution development.

The European Software & Solutions Summit 2015 will take place at the Lancaster London Hotel, London, on 25 March 2015. ISVs, solution providers and developers wishing to attend the convention and vendors, distributors or service providers interested in sponsorship opportunities can find further information at www.eusss.com or www.isvconvention.com

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