

## **European Software & Solutions Summit 2016 – further details announced**

- **Three strong keynotes reflect the increasing importance and value of software within the IT industry and Europe's leading role in its development**

*[London, 24 March 2016]* The ninth European Software & Solutions Summit in London next month will assess the pace and extent of change in the industry in three keynotes, covering the shifts in customer buying processes, the nature of European regulation and compliance and the core ideas behind the value of a software business.

The summit's opening keynote will be "The ten trends that impact the software industry" by Martin Hoff ter Heide, Lead Consultant, Information and Communication Technologies at Frost & Sullivan, who will be followed by the head of the IBM Watson Group for EMEA talking about its Cognitive Strategy.

Paul MacDonnell, Head of European Policy at the Centre for Data Innovation will present on Europe's data-innovation-led future and David Riemenschneider, Senior director at M&A specialist Hambleton will discuss ways of building value in a software business. Other presentations will include coMakeIT looking at software product development using a distributed environment.

The **European Software & Solutions Summit 2016** will take place at the Lancaster London Hotel, London, on 14 April 2016. The event is sponsored by many of the leading and most influential companies in the software sector including: IBM, coMakeIT, Navisite, TmaxSoft PanIntelligence, Deltek, Lexmark and ISVWorld.

Registrations are still open and the event is free to attend for directors and senior managers of qualifying Solution Providers, ISVs and Application Developers. Apply at <http://eusss.com/register.html>

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