



Strategic Insight for Technology Leaders in Canada

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# CIO Canada Summit Welcomes Event Sponsor, SAP

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**January 19, 2012** – The CDM Media team announced today that SAP, the market leader in enterprise application software, will be participating in the upcoming CIO Canada Summit, February 5-8, 2012. From back office to boardroom, warehouse to storefront, desktop to mobile device, SAP empowers people and organizations to work more efficiently and use business insights more effectively to stay ahead of competition. SAP extends the availability of software across on-premise installations, on-demand deployments, and mobile devices.

The CIO Canada Summit is a unique opportunity for CIOs and technology executives to discuss the latest IT topics and trends through networking and educational sessions, including think tanks, open forums, panel discussions and roundtables. Topics featured on this year's agenda include: cloud computing, outsourcing, enterprise mobility, data management, and more.

Representatives from SAP will lead a CIO Thought Leadership session at the CIO Canada Summit and offer insights for today's leading challenges and market trends.

"SAP is an original force in the software industry. Their experience and insights will bring relevance and value to the content of the CIO Canada Summit. CDM Media is excited to welcome SAP on-site," said Mark Southam, Event Director, CDM Media.

For more information about CDM Media's CIO Summits, please visit [www.ciosummits.com](http://www.ciosummits.com).

## About CDM Media

CDM Media is a business-to-business media company serving Fortune 1000 clients who want to build relationships with CIOs and senior-level technology executives. CDM Media, the custom design marketing organization, develops unique marketing platforms that attract high-level IT professionals across several verticals. For more information, please visit <http://www.cdmmedia.com/> or connect with CDM Media on Twitter, @CDMmedia.

## About SAP

As the market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device - SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 176,000 customers (includes customers from the acquisition of Sybase) to operate profitably, adapt continuously, and grow sustainably. For more information, visit [www.sap.com](http://www.sap.com).

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