

OMS SafeHarbor to Sponsor SoftSummit 2004 Conference



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OMS SafeHarbor CTO Jay Nash Will Host Panel Discussion on Digital Product Lifecycle Management

LOWELL, Mass., Oct. 12 /PRNewswire/ -- OMS SafeHarbor, Inc., the leading supplier of Digital Product Lifecycle Management (DPLM) solutions, today announced its sponsorship of SoftSummit 2004, October 18-19 in Santa Clara, California. SoftSummit (<http://www.softsummit.com>) brings together software executives, thought leaders and enterprises to discuss the important trends that are shaping the industry.

On Monday October 18th, Jay Nash, CTO of OMS SafeHarbor, will host a panel discussion on Digital Product Lifecycle Management (DPLM). The panel discussion will outline the advantages of DPLM, the challenges of implementing a DPLM solution, and the required critical technologies. Joining Mr. Nash on the panel will be Roger Labelle, Director of Go To Market Operations for Hitachi Data Systems, and Phil Simmonds, Senior Director of Product Marketing for NaviSite.

The event will feature presentations from global organizations such as Agilent, AMD, BSA, Citrix, General Motors, HP, IBM, IDC, Infineon, Macromedia, Macrovision, McKinsey, Merrill Lynch, Microsoft, Motorola, Northrop Grumman, OMS SafeHarbor, Palm, PeopleSoft, SAP, Siebel, Siemens and SIIA.

"SoftSummit has become one of the key conferences of the year for senior level software executives, and we're pleased to once again be a sponsor," said TJ Caveney, senior vice president of sales and marketing, OMS SafeHarbor. "SoftSummit provides us with a unique opportunity to communicate the value of our solutions to key decision makers. SoftSummit provides a way for software executives to learn from industry experts and their peers on the best ways to manage change in today's software marketplace."

SoftSummit brings vendors and corporations together to discuss issues such as software purchasing, pricing and licensing, and learn how to maximize the value of their software. Conference topics cover the full spectrum of issues, including:

- * Software pricing and licensing best practices
- * Software purchasing trends
- * Key metrics and benchmarks
- * Grid computing, utility pricing and software as a service
- * Strategies for protecting software and ensuring compliance
- * Software asset management
- * Software distribution and delivery

SoftSummit is sponsored and hosted by Macrovision Corporation (Nasdaq: MVSN), the market leader in electronic licensing, installation, and digital rights management ("DRM") technologies. Other SoftSummit sponsors currently include AppStream, Globalware Solutions, Intraware, Jamcracker, License

Technologies Group, LinkRight Software, Microsoft, OMS SafeHarbor, Open Channel Solutions, Platform Computing, Sony DADC, Softrax, SoftwarePricing.com and Stream Theory. For more information, please visit <http://www.softsummit.com/sb.html>.

About SoftSummit

SoftSummit is the premier conference for software pricing, purchasing and licensing, bringing together leading software publishers and purchasers to discuss key trends and best practices. The event includes executives from many of the world's largest software publishers as well as senior executives from Fortune 500 companies. Sponsored by Macrovision Corporation, SoftSummit 2004 will be held October 18-19 at the Westin Hotel, Santa Clara, Calif. For more information and to register, visit <http://www.softsummit.com>.

About OMS SafeHarbor

OMS SafeHarbor offers solutions and services that provide software publishers with an efficient and auditable workflow process to digitally assemble, entitle, and deliver their licenses and products. OMS SafeHarbor customers decrease their time to market and cost of goods sold, and also increase customer satisfaction and visibility of customer activity. For more information visit OMS SafeHarbor on the web at <http://www.o-ms.com>.

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