

For Immediate Release
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Newsbyte:

Utilities Industry Leaders Explore Sustainability for the New Energy Era With SAP

SAP NEWSBYTE — Sept. 16, 2010 — An expected 800 industry leaders and customers of the SAP® for Utilities solution portfolio are gathering at the third annual [SAP for Utilities 2010](#) conference to explore the latest trends and developments relating to sustainability in an increasingly challenging and changing energy landscape. A collaboration of [SAP America, Inc.](#), the [Americas' SAP Users' Group](#) (ASUG) and [Eventure Events](#), the four-day conference is being held in Huntington Beach, California, September 19-22.

Under the theme of “Sustainability for the New Energy Era,” the event features [keynotes](#) from industry experts, representatives of major utilities companies and SAP executives, and is sponsored by a broad number of [SAP partners](#) offering specialized products and services for the utility industry. Also on the [SAP for Utilities 2010 conference schedule](#) are presentations, breakout sessions and exhibitions by SAP, partners and customers, covering four tracks of content: advanced metering infrastructure (AMI) and smart grids; customer information systems (CIS) and customer relationship management (CRM); enterprise asset management (EAM); and business intelligence (BI) and performance management. SAP customers presenting at the conference include Hydro One, PSEG (Public Service Electric and Gas) and Southern California Edison (SCE).

“The SAP for Utilities 2010 conference registration is poised to surpass our 2008 benchmarks, clearly showing that growth is back on the agenda for the world’s leading utilities,” said David Laker, regional vice president of Utilities, SAP America. “This year, we are excited to host a diverse range of attendees. The conference delivers value to organizations currently running any type of technology infrastructure, be it SAP or otherwise. This is the premier event for any forward-looking utilities organization.”

For more information about SAP for Utilities 2010, please visit the conference website at www.sap-for-utilities.com.

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