



TRANSTECH^{USA}

MEDIA ALERT

TransTech USA's Founder Peter Bryant to moderate panel of global CEOs discussing Innovation in the Software Industry at Sand Hill Group's pinnacle event for software industry executives – Software 2007 –Powered by Innovation in Santa Clara CA on May 7th and 8th 2007.

DENVER, CO. — April 8th, 2007 — TransTech USA's Founder Peter Bryant, has been invited to moderate an expert panel comprising of CEOs from India, China, Israel and the UK, that will discuss **THE NEW PARADIGM – SOFTWARE INNOVATION BEYOND THE USA** covering factors driving the growth of innovation outside the USA, what type of innovation is occurring and is it targeted for local or global consumption.

Witness the rebirth of enterprise software first-hand at Software 2007, the largest vendor-neutral gathering of industry leaders ever assembled. What began as a Silicon Valley gathering of software vendors has exploded into a global meeting of the software business experts who are charting the course for the industry over the next decade. Discussions will focus on innovation as it relates to products, processes, technologies, business and delivery models.

Peter Bryant, Founder and President of TransTech USA, will draw on his 25 plus years of global business experience, including 20 years in the enterprise software industry, with leading companies in building and driving sustainable innovation strategies that drive value creation in competitive environments and new markets.

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To speak with Mr. Bryant or for more information about developing sustainable innovation strategies that create real value, please call +1 303 807 3762 or email peterbryant@transtechusa.com.

About TransTech USA

TransTech USA, based in Denver Colorado, is a privately funded corporate advisory firm, founded in 2003. that provides services and programs that improve an organization's performance in business and innovation strategy development and product commercialization. The ultimate goal is to maximize a company's return on investment and optimize value creation. For more information, please visit the company's Web site at www.transtechusa.com.

About Sand Hill Group

Sand Hill Group serves the \$600 billion plus software, services and solutions market. Sand Hill Group provides investments and management advice to emerging enterprise technology leaders. Sand Hill also owns Sandhill.com the premier destination site and resource center for CEOs, VPs, Entrepreneurs, VCs and for members of the software industry eco-system. Founders Madhavan "M.R." Rangaswami and Constantin Delivanis bring more than 40 combined years of practical business acumen to Sand Hill clients. Please visit www.sandhill.com