BigMachines Announces Okta as Platinum Sponsor of BigIdeas 2012

The Associated Press

BigMachines, the global leader in configuration, pricing and quoting, today announced that Okta, the market leading on-demand identity and access management service, will be a Platinum sponsor of BigIdeas Las Vegas 2012. BigIdeas, the annual BigMachines customer and cloud conference for B2B professionals, will be held on November 11-13, 2012 at the Cosmopolitan of Las Vegas.

Okta enables enterprises to accelerate the secure adoption of their web-based applications, both in the cloud and behind the firewall so work gets done from any device, anywhere. With more than 1,500 pre-integrated applications in the Okta Application Network, including BigMachines, and free Microsoft Active Directory integration for a growing number of cloud ISVs and application developers, Okta provides IT centralized user provisioning, access management, and reporting for more than 150 enterprise customers today.

"BigIdeas has always been about showcasing customer success -- which is a major reason why we've chosen once again to be a sponsor of the conference. From high-level industry panels to customer case studies and best practices, BigIdeas aims to empower BigMachines' users, and potential users, to optimize their system processes through the cloud," said Frederic Kerrest, COO and co-founder, Okta. "By leveraging BigMachines and Okta, organizations are streamlining their sales process in the cloud in a secure and reliable way. BigIdeas 2012 is an opportunity for many of our joint customers to derive the greatest value possible from our integration and garner the most comprehensive support across user authentication and management for the BigMachines service."

"BigIdeas offers sales and business professionals a chance to meet with cloud-computing innovators and industry leaders, and learn how to leverage BigMachines to expedite growth and profitability," said Tom Padgett, Senior Vice President of Worldwide Sales and Alliances, BigMachines. "BigIdeas attendees will experience how partners like Okta can, along with BigMachines, help them reach higher levels of success."

Attendees will collaborate on new methods to streamline their selling process, reduce costs and increase revenues using the BigMachines Selling Platform. In addition, industry experts and BigMachines partners will host customer forums and offer insights into CPQ, mobile, and cloud best practices.

Highlights of this year's event will include keynotes from David Bonnette, the

President of BigMachines, and a group of highly-respected SaaS and Cloud Computing visionaries. There will be hands-on, informative, and high-impact training sessions with BigMachines certified admin trainers, and an engaging Resource Center, staffed by BigMachines' Sales Engineers, Developers, Product Management Team, and Training Team, designed to deliver even more success with customer applications. Register now at www.bigmachines.com/bigideas [1].

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About BigMachines

BigMachines, the global leader in Configuration, Pricing, and Quoting solutions, focuses on Results and Customer Success by enabling businesses to quickly configure products and services, create 100% accurate sales quotes, proposals and contracts, and integrate with CRM, ERP and other business systems. Whether a company sells silicon chips or potato chips, sells direct, through reseller channels, or online to customers, BigMachines showcases the latest SaaS CPQ innovation and solutions to improve business processes. For more information, visit www.bigmachines.com [4].

About Okta

Okta is the market leading on-demand identity and access management service that enables enterprises to accelerate the secure adoption of their web-based applications, both in the cloud and behind the firewall. Okta delivers a complete solution addressing the needs of IT, end-users, and business leaders; no customization required. Okta's service is built on a secure, reliable and extensible on-demand, multi-tenant cloud services platform. That platform is the foundation for a growing set of core Okta and partner services that empower businesses to eliminate cloud adoption barriers and unlock the potential of the cloud for enterprise users everywhere. The Okta team has built, deployed, and supported market-leading, on-demand and enterprise software solutions from companies including Salesforce.com, BMC, Microsoft, ArcSight, Sun and HP. Okta is backed by premier angel and venture investors including Andreessen Horowitz, Greylock Partners, and Khosla Ventures. For more information, visit us at www.okta.com [5].

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