

For Immediate Release

How Breakthrough Ideas Emerge From Small Discoveries
**Keynote Topic at 2012 Adobe Government Assembly, February 8, 2012 in
Washington D.C.**

Paul Sims, Bestselling Author and Entrepreneur, and Dr. David McClure,
Associate Administrator of GSA's Office of Citizen Services and Innovative Technologies,
Discuss How the Government Can Apply Simple Experimental Methods
to Achieve Extraordinary Outcomes

Reston, Va.—Carahsoft Technology Corp., the trusted Government IT solutions provider and Platinum sponsor, today announced the keynote speakers and program lineup for the 2012 [Adobe Government Assembly: *Adobe Digital Government*](#). The Adobe Government Assembly is a forum for federal, state and local IT, acquisition and security professionals to discuss strategies and actionable tactics for meeting today's challenges and revolutionizing tomorrow's government operations.

[Dr. David McClure](#), associate administrator of the Office of Citizen Services and Innovative Technologies, General Services Administration; and [Peter Sims](#), author of *Little Bets: How Breakthrough Ideas Emerge from Small Discoveries*, will discuss how the government can practice a set of simple but ingenious experimental methods to achieve success with less risk and cost. McClure and his team are practitioners of taking "little risks" in the name of innovation to achieve "big results" including VA's downloadable personal health record capability known as Blue Button, GSA's use of USA.gov to reach citizens, launch of data.gov, creation of the mobile gov initiative, and the implementation of FedRAMP.

In total, more than 18 public sector leaders and industry experts will discuss the key issues of advancing citizen engagement, implementing innovative technologies and protecting critical information at the complimentary event on Wednesday, February 8, 2012 at the National Press Club in Washington, D.C.

Morning Keynote and Program Overview

The event will begin with a morning keynote address from Tom Malloy, senior vice president & chief software architect, Advanced Technology Labs, Adobe Systems Incorporated, who will talk about the Next Generation in Digital Government. He will share experiences from government and commercial organizations around the world to help government agencies with key IT trends.

The remainder of the program will be divided into three tracks. Track 1 Sessions will focus on how agencies are improving how they engage their communities by integrating new technologies such as mobility and web analytics. Track 2 sessions focus on achieving agency efficiency through the implementation of new tools that enable agencies to do more with less by improving collaboration, training, data processing and forms management. Track 3 sessions address the emergence of content-centric security and its integration into the federal technology landscape, including advances in new analytics tools, strong encryption, access control, and detailed usage auditing.

“With the federal government facing unprecedented budget strains, the call to ‘do more with less’ is becoming deafening and agencies are turning to technology to redefine efficiency and save costs,” said Barry Leffew, vice president of public sector, Adobe. “We expect this year’s Assembly will offer government and industry attendees thought-provoking conversation and actionable information related to the key issues of advancing citizen engagement, implementing innovative technologies and protecting critical information.”

The 2012 Adobe Government Assembly will take place at the National Press Club in Washington, D.C., on Wednesday, February 8, 2012. Sponsors include Carahsoft, Emergent, Dell, CDW-G, Twin Technologies, TerraGo Technologies, and GovDelivery. To register for the event or for more information on the program, visit www.adobegovernmentassembly.com.

About Carahsoft

Carahsoft Technology Corp. is the trusted Government IT solutions provider. As a top-ranked GSA Schedule Contract holder, Carahsoft serves as the master government aggregator for many of its best-of-breed vendors, supporting an extensive ecosystem of manufacturers, resellers, and consulting partners committed to helping government agencies select and implement the best solution at the best possible value.

The company’s dedicated Solutions Divisions proactively market, sell and deliver VMware, Symantec, EMC, Adobe, F5 Networks, Open Source, HP, SAP, and Intelligence products and services among others. Carahsoft is consistently recognized by its partners as a top revenue producer, and is listed annually among the industry’s fastest growing firms by VAR500, CRN, Inc., Washington Technology, Washington Business Journal, and SmartCEO. Visit us at www.carahsoft.com.

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