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**Apatar to Speak about Enterprise 2.0 and Data Mashups at AJAXWorld Conference and Expo on March 20, 2008, in New York City, NY**

*Renat Khasanshyn, the founder and CEO of Apatar, will present a session called, "Enterprise 2.0 and Data Mashups: Bridging the Web 2.0 Information Gap" at AJAXWorld Conference and Expo on March 20, 2008, in New York City, at the Roosevelt Hotel*

**/24-7PressRelease/** - CHICOPEE, MA, February 16, 2008 - Apatar, Inc., the leading provider of open source software tools for the data integration market, has been selected to speak at the AJAXWorld Conference and Expo held on March 18-20, 2008, in New York City, at the Roosevelt Hotel.

"Enterprise 2.0 and Data Mashups: Building the Web 2.0 Information Gap"

In his presentation, Renat Khasanshyn, the founder of the Apatar Open Source Data Integration project, will explore how enterprise architects, developers, and business users can leverage the existing mashup technologies to build and deploy enterprise data mashups. This session will highlight some of the challenges preventing mashup design tools from being implemented across the enterprise sector.

Mr. Khasanshyn, who is also a winner of the 2007 IBM Business Mashup Challenge and a frequent speaker at a wide range of events, will focus on tips, best practices, and strategies on how to implement data mashups between on-premises, on-demand, and Web 2.0 systems and applications. Finally, Mr. Khasanshyn will walk the audience through the process of building the "Cold Call Assistant" mashup that won the 2007 IBM Business Mashup Challenge.

After this session, attendees will:

1. Understand the impact of data mashups on the developer community.
2. Find out how to select mashup technologies and tools for your next data integration project.
3. Discover tips, best practices, and strategies for leveraging these tools and solving most common challenges.

**Featured quotes**

"We are thrilled to be a part of the showcase at AJAXWorld," said Apatar founder and CEO Renat Khasanshyn. "Enterprise customers are looking for a solution that can integrate their on-premises data with a variety of Web 2.0 applications and Web sites. Until recently, the choice was to either acquire expensive data mashup software, or rely on hand-coding. It's a pleasure to help AJAX professionals explore the area of open source tools and technologies and bring the ease of drag-and-drop data integration to companies that previously found proprietary mashup tools expensive and difficult to implement."

Session information: what, where, when

Renat Khasanshyn, founder and CEO of Apatar, Inc.  
Demo: "Enterprise 2.0 and Data Mashups: Bridging the Web 2.0 Information Gap"  
Roosevelt Hotel, New York City, NY  
TRACK 4: Enterprise Web 2.0 Mashups  
Day 3, Thursday, March 20, 2008  
9:20 - 10:05  
<http://ajaxworld.com/general/sessiondetail0308.htm?id=43>

**About Apatar**

Apatar is the leading provider of open source software tools for the data integration market. With powerful Extract, Transform, and Load (ETL) capabilities, Apatar enables its users to easily link information between databases (such as MySQL, Microsoft SQL, Oracle), applications (Salesforce.com, SugarCRM), and the top Web 2.0 destinations (Flickr,

Amazon S3, RSS feeds). Apatar provides support, training, and consulting services for its integration solutions. Headquartered in Western Massachusetts, Apatar operates a development center in Minsk, Belarus. Apatar is currently used by 2500 organizations and individuals worldwide. For more on Apatar, please visit <http://www.apatar.com> and <http://www.apatarforge.org>.

More information is available at Apatar's Online Press Room, found at <http://www.apatar.com/newsroom/>.

#### About AJAXWorld

AJAXWorld Conference & Expo 2008 continues the coverage of AJAX into the Web development mainstream. Up to 2,000 developers, architects, IT managers, and software professionals from throughout a variety of industries and worldwide locations will be converging in New York City to attend. More than 100 sessions and presentations are scheduled, from the uniquely dynamic and qualified roster of superstar speakers that SYS-CON Events assembles for each of its events, ensuring that the conference program offers education on and insight into every aspect of AJAX and Rich Media. Please visit <http://www.ajaxworld.com> for more information.