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**Zones CustomerConnect Conference Examines  
Software and its Role in the Digital Enterprise**

*Customer Event Focuses on Software Enabling Security,  
Mobility, Cloud Computing, and the Internet of Things*

SAN DIEGO, October 14, 2015 — [Zones, Inc.](#), today kicks off its CustomerConnect Business Conference, a three-day event focused on software. During the event, attendees will gain knowledge of the ever-shifting software environment and how software empowers the digital enterprise, which encompasses security, mobility, cloud computing, and the Internet of Things. The Zones Software CustomerConnect conference, which is open to select Zones customers, takes place at the Rancho Bernado Inn in San Diego.

“For organizations to run effectively and ensure the highest productivity gains, they must have the right software tools in place,” said Todd Leeson, vice president of Partner and Product Management, Software, at Zones. “At CustomerConnect, the world’s leading technology brands will share the best practices and key considerations that companies need to be thinking about to drive positive business outcomes through the use of software tools and applications.”

The Zones CustomerConnect conference features a keynote address by [IDC Research Vice President Amy Konary](#). Konary will present on the topic of “Key Trends in Enterprise Software.”

“The software industry is going through a phase of dramatic change with the advent and adoption of 3rd Platform technologies,” said Konary. “This driver, as well as other key dynamics, is leading to the obsolescence of traditional pricing models and the development of new business models. It is now more important than ever that IT buyers understand the options available to them and think strategically about the ways in which they budget for and purchase enterprise software.”

Strategically partnered with the world's leading software brands, Zones has deep experience helping organizations optimize the return on their software investments by providing end-to-end services supporting all stages of the IT lifecycle, including advisory services, software asset management, deployment, migration services, as well as ongoing 24x7 managed services.

By bringing together a dedicated team of software solutions specialists, licensing experts and cloud solutions professionals in a centralized U.S.-based software center of excellence, Zones is uniquely positioned to help organizations drive impactful business outcomes through increased productivity, scalability, improved security, and more efficient management of software assets.

The Zones CustomerConnect event follows multiple announcements from Zones related to software. Most recently, [Zones was honored as a winner of Microsoft's Excellence in Operations Award](#). This is the ninth time that Zones has won this award, which is given for delivering market-leading operational excellence supporting Microsoft technology, including software, over the past year. Additionally, in July 2015, [Zones emphasized its commitment to expand and accelerate customer adoption of the Microsoft platform](#) as a Microsoft Licensing Solutions Partner (LSP) and a Cloud Solution Provider (CSP).

### **About Zones**

Zones, Inc., supports business, healthcare, the public sector and specialty markets by applying innovative technology solutions across a variety of specializations including networking, security, software, storage, mobility, data center and virtualization. Zones holds the highest levels of technical certification from every key solution provider we represent, including Cisco Gold, EMC, Dell Server and Storage Technical, IBM System and Storage Technical, Hewlett Packard Enterprise and VMware Infrastructure, among others. Zones is a nine-time recipient of the Microsoft Excellence in Operations award. Incorporated in 1988, Zones is headquartered in Auburn, Wash., and is a certified MBE company.

For additional information, visit [www.zones.com](http://www.zones.com) or call (800) 408-9663.

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