



CEOs of JFrog, Datadog, PagerDuty, Elastic, and HashiCorp Discuss the Future of DevOps in an Exclusive Leadership Panel

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Industry leaders will share JFrog's swampUP keynote stage to discuss the keys to successfully preparing for the next wave of digital transformation

SUNNYVALE, Calif.--(BUSINESS WIRE)--Apr. 21, 2021-- [JFrog](#) Ltd. ("JFrog") (NASDAQ: FROG), the liquid software company, today announced a landmark gathering of major DevOps company CEOs at its annual [swampUP conference](#). swampUP is being held as a virtual event, with the conference day in the Americas on May 26, and in EMEA and APAC on June 2, 2021.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210421005557/en/>

The Chief Executive Officers of Datadog, PagerDuty, Elastic, and HashiCorp will join JFrog's CEO, Shlomi Ben Haim, to have a panel discussion on the future of DevOps in a marquee session titled "*DevOps Beyond Digital Transformation*."

The panelists -- whose companies lead the DevOps industry and have become a standard in organizations' digital transformation efforts -- will share their perspective on the driving forces of software innovation and some of the trends in DevOps and software delivery shaping the industry in the years to come. The session will be moderated by Alan Shimel, CEO of MediaOps and editor in chief of [devops.com](#), a leader in digital media focused on software development and security.

"As DevOps becomes the epicenter of software, and software is the epicenter of business, our users are getting their development and security methodologies ready for the next digital wave - a wave accelerated by COVID-19," said Shlomi Ben Haim, JFrog's CEO. "Organizations are assembling best-of-breed solutions across the development lifecycle to better serve a world in which hybrid and multi-cloud environments, data and automation are the competitive advantage. Companies that successfully push software from any source all the way to production will be the true rainmakers in the next decade, so I'm excited to be joined by the



Shlomi Ben Haim, CEO, JFrog. (Photo: Business Wire)

world's DevOps leaders on one stage to share their projections and perspectives on what the community can expect as we all step into and through these transformative changes."

Over the past year, the COVID-19 pandemic has accelerated digital transformation initiatives for many companies, and crystallized DevOps as the key

to gaining and retaining companies' competitive advantages across industries. This necessitates a new wave of supportive tools and infrastructure to meet digital demands.

"By 2022, IDC's research predicts ¹ that 65% of the global GDP will be digitalized - a staggering nearly \$54 Trillion at this year's GDP rates," said Jim Mercer, Research Director for DevOps and DevSecOps at IDC. "To support this, we estimate that by 2024 ² there will be 520 million new, modern applications and services launched. I can't state strongly enough how this reality places DevOps and secure software delivery at the center of the vast majority of global commerce."

The DevOps CEO panel, *DevOps Beyond Digital Transformation*, will include:

- Oliver Pomel, CEO, [Datadog](#) - providing a monitoring and securing platform for cloud applications.
- Jennifer Tejada, CEO, [PagerDuty](#) - providing digital operations management solutions.
- Shay Banon, CEO, [Elastic](#) - making data usable at scale, enterprise search, observability, and security.
- David McJannet, CEO, [HashiCorp](#) - providing multi-cloud infrastructure automation software.
- Shlomi Ben Haim, CEO, [JFrog](#).

The DevOps CEOs panel will air on Wednesday, May 26, at 9:55am PT for the Americas, and on June 2, at 9:55am CET for EMEA and APAC regions.

The 2021 swampUP event is a three-day DevOps industry conference encompassing training, keynotes, talks by software delivery experts and DevOps luminaries, panel discussions, and hands-on tutorials. To attend the DevOps CEO panel, as well as more than 40 additional [DevOps sessions](#), reserve your free conference pass now at [swampup.jfrog.com](#).

ABOUT JFROG

JFrog is on a "Liquid Software" mission to enable the flow of software updates seamlessly and securely from the developer's keystrokes to production. JFrog's end-to-end, Universal, Hybrid [DevOps Platform](#) provides the tools and visibility required by modern software development organizations to fully embrace the power of DevOps. JFrog's Platform is available as open-source, self-managed, and SaaS services (with free tier) on AWS, Microsoft Azure, and Google Cloud. JFrog is trusted by millions of developers and thousands of customers, including the majority of the Fortune 100 companies that depend on JFrog solutions to manage their [DevOps pipelines](#). Learn more at [jfrog.com](#).

¹ IDC FutureScape: Worldwide Digital Transformation 2021 Predictions, doc # US46880818, October 2020

² IDC: Preparing for the Digital-First Economy: The Hyperscale, Hyperspeed, and Hyperconnected Enterprise, Doc # DR2020_GS2_FG, March 2020.

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