

#### News Release

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### Top SaaS Industry Executives to Keynote SIIA OnDemand Conference October 28-30 in San Jose

*Experts from Google, NetSuite, SuccessFactors to Address Revenue Growth in a Recovering Economy*

WASHINGTON, DC (September 16, 2009) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced the keynote speakers for its fourth annual SIIA OnDemand Conference, which will take place October 28-30 in San Jose.

- **Lars Dalgaard, Founder & CEO, SuccessFactors** will offer his insights on how ISVs can benefit from “the New Era of Cloud Computing.”
- **Michael Lock, Director, Americas Sales & Operations, Google Enterprise** will share his top 5 lessons learned selling and marketing cloud-based computing.
- **Zach Nelson, President & CEO, NetSuite, Inc** will offer strategies for building a sustainable cloud-based business with his presentation “Navigating a Crowded Sky: Making Sense of the Cloud Platform Revolution.”

The SIIA OnDemand Conference is the software industry’s most comprehensive ISV conference for understanding the business drivers around SaaS and Cloud Computing. These keynote presenters lead a roster of 50 speakers gathering to address social media and other demand generation techniques, lead nurturing automation, sales force optimization, and winning channel strategies.

Media interested in attending the conference can RSVP to Beth Dozier at 202-429-1833 or [bethdozier@rational360.com](mailto:bethdozier@rational360.com). Members of the media may also register online at [http://www.siiia.net/ondemand/2009/press\\_apply.asp](http://www.siiia.net/ondemand/2009/press_apply.asp). For complete program information, visit [www.SIIAOnDemand.net](http://www.SIIAOnDemand.net).

#### About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to 500 leading software and information companies. For further information, visit [www.siiia.net](http://www.siiia.net).

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