

## SIIA Software Division News

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### **“Platform as a Service” Highlighted in New SIIA Issue Brief**

*Industry experts offer software firms insights on growing a new business opportunity*

**WASHINGTON, D.C. (January 31, 2011)** – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, has published an issue brief that explores the latest in software platform evolution: Platform as a Service (PaaS). The initiative is offered as a service to SIIA members and, on request, to other key industry leaders.

The issue brief, entitled “Key Characteristics of PaaS,” is authored by Rachel Lyubovitzky of SaaSshr.com and Amit Manghani of SAP. The authors highlight what define what it takes to build a top-notch, cloud-enabled application development platform.

“Cloud computing is no longer a trend in the IT world; it’s mainstream and Platform as a Service is a logical evolution in the delivery of products from the software industry,” said Rhianna Collier, Director of the SIIA Software Division. “This issue brief is a great resource for executives in the industry who are considering next steps to growing their business and expanding their reach in the market for IT services.”

The issue brief highlights eight key characteristics:

- Multi-tenant architecture
- Customizable/Programmable User Interface
- Unlimited Database Customizations
- Robust Workflow engine/capabilities
- Granular control over security/sharing (permissions model)
- Flexible “services-enabled” integration model
- Analytics layer
- Integrated content library

Platform-as-a-Service is one of the eight major themes that will be discussed at the SIIA Software Division flagship conference, “All About the Cloud,” which takes place May 23-26, 2011 in San Francisco. Details about the event are available at [www.allaboutthecloud.net](http://www.allaboutthecloud.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 more than 500 leading software and information companies. **The SIIA Software Division** provides a forum for companies developing the applications, services, infrastructure and tools that are driving the software and services industry forward. For further information, visit [www.siiia.net/software](http://www.siiia.net/software).