

For Immediate Release

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SIIA Announces 2009 OnDemand Conference Previews

Early Stage SaaS Firms to Present in San Jose October 28-30

WASHINGTON, DC (September 24, 2009) Twelve companies in the Software as a Service (SaaS) market have been selected by the Software and Information Industry Association (SIIA) to present their products and services at the upcoming SIIA OnDemand Conference, October 28-30 in San Jose. All of the firms selected are early-stage businesses that offer SaaS and are poised for growth.

"We believe this year's line-up of *Previews* firms demonstrate all of the qualities that point toward success, including ingenuity and resonance within the software and high tech industries," noted Ken Wasch, President of SIIA.

This year's SIIA OnDemand *Previews* presenting companies are as follows:

Aha! Software Founded in 2006, Aha! Software provides a new generation of software for business to compete with collaborative, closed-loop, predictive analytics. Aha! fuses operations research, management science, and software together to help businesses of all types and sizes to compete on analytics. Aha! launched its first products, Axel and Max in 2007. www.ahasoftware.com

Clario Analytics is a predictive analytics and business process optimization solutions company. We wrap our professional services offerings (powered by statisticians, mathematicians and operations researchers) around Clario, our pioneering on-demand data manipulation and predictive analytics platform. www.clarioanalytics.com

Clarizen is a leading global provider of collaborative online project management software that allows businesses to easily manage all of their projects and resources in a single environment. Clarizen's online project management tools facilitate true team collaboration and project execution, ensuring data is always up-to-date and aligned with business objectives. www.clarizen.com

etouches is a fully SaaS, comprehensive event and meeting management solution. With 11 modules addressing spend management, productivity and end user experience, etouches has attracted such industry leading customers as Dell, Volkswagen Audi Group, Diversified Business Communications, Financial Times, Adobe, Direct Marketing Association and IDG (NetworkWorld, Demo). www.etouches.com

Gist, Inc. helps build stronger relationships by connecting the inbox to the web to provide business-critical information about the people and companies that matter most. www.gist.com

Kaulkin Information Systems (KIS) is a technology and solution services company that offers simple, yet powerful and affordable offerings that address the Human Side of Compliance™. Solutions are delivered via patent-pending Software-as-a-Service/Cloud Computing methodologies with an emphasis on transparency and auditability. KIS addresses compliance, document management, collaboration, workflow and risk mitigation challenges across a broad spectrum of industry sectors including Financial Services, Healthcare/Medical, Government and others. www.kistrack.com

LongJump While public and private cloud infrastructure may be top-of-mind, the applications that sit in that cloud also need a revolutionary strategy. LongJump presents a streamlined approach to application development that leverages the shared power of a multitenant business platform to minimize time to market and manual effort. www.longjump.com

MarketBright, Inc. is a marketing automation provider that offers the first fully-integrated marketing platform that goes beyond email marketing and landing pages with a full suite of marketing tools for multi-touch campaign capabilities. www.marketbright.com

Nolio Application Service Automation enables the release and servicing of applications across the data center. Uniquely designed to address the challenges of executing updates and change of multi-tier applications across heterogeneous - physical, virtual and cloud environments - Nolio leverages automation to transform error-prone manual application service tasks into reliable, accurate and timely processes. By enabling the automation of the entire application production cycle, from packaging, to deployment, maintenance, troubleshooting, roll-back and auditing, Nolio lets operation teams mitigate the risk of application change to heighten application quality and uptime, while dramatically improving operational productivity and speeding up application release. With 'home grown', web and online services comprising up to half of the software inventory, Nolio solutions provide application-centric automation to address the needs of data center operation teams, charged with bringing these applications into production - and keep them updated and running. www.noliosoft.com

SmartVault Corporation, a leading Software-as-a-Service document management provider for QuickBooks transforms QuickBooks into a simple document management solution. The result is an offering that includes many of the features of a conventional document management system, but in a package with a substantially reduced learning curve, virtually no start up costs and tight integration with the customer's existing application. SmartVault is in development to expand upon its award-winning solution for QuickBooks to deliver similar offerings to other desktop and web-based applications in 2010. www.smartvault.com

Widen Enterprises, Inc. Widen helps marketing teams create, manage, and distribute images, video, and other creative files. Widen positions the 62-year company history of a service-driven culture to help define the last "S" in SaaS for the marketplace. www.widen.com

Zetta delivers Enterprise Cloud Storage with NAS features, enterprise-availability and guaranteed quality-of-service enabling enterprise IT users to immediately benefit from the economies of the cloud. Serving a broad range of customers and applications in manufacturing, education, media, finance and technology, Zetta's On-Demand NAS allows businesses to quickly adopt storage-as-a-service without expensive or risky changes to information technology environments. www.zetta.net

For SIIA OnDemand Conference info, please visit: www.SIIAOnDemand.net. Interested media may speak with representatives from any of the above-noted companies during the conference by contacting John Crosby at JCrosby@siia.net or Beth Dozier at bethdozier@rational360.com.

About the SIIA Software Division

The Software Division provides a forum for companies developing the applications, services, infrastructure and tools that are driving the software and services industry forward. Through the division, executives of member companies meet to brainstorm, collaborate, and discuss the industry's latest challenges. The division's many programs offer excellent vehicles for companies to develop partnerships, boost their profile, and gain strategic insight on key issues. For further information, visit www.siia.net/software

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