

Media Advisory

For Immediate Release

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New Research Findings on SaaS Customer Relationships to be Unveiled

*SaaS & Support Project Findings to be Revealed at SIIA OnDemand Conference –
October 28-30 in San Jose*

WASHINGTON, D.C. (October 14, 2009) The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today invited media to its fourth annual OnDemand Conference, where the results of The SaaS & Support Project – the first study of its kind – will be revealed. The conference will bring together more than 300 software executives to discover new growth opportunities in the Software as a Service (SaaS) and Cloud Computing marketplace October 28-30 in San Jose.

The results of The SaaS & Support Project, to be made public October 29 at OnDemand, will demonstrate how companies can go beyond basic revenue generation to maximize both profits and customer retention. The results are based on in-depth information about the strategy, process, people and technology involved in customer relations and support obtained from a wide-range of vendors, open-source firms and hybrids. The study's findings will underscore the value in minimizing the customer churn that often plagues SaaS companies and will show executives how to retain business and even tap into additional revenue sources.

The SIIA OnDemand Conference is the most comprehensive conference for understanding the business drivers around Software as a Service (SaaS) and Cloud Computing. Industry leadership will gather at the conference to learn how to harness social media, winning channel and sales force optimization strategies to generate revenue. There will also be opportunities for emerging ISVs to connect with venture capital firms and potential strategic partners.

For more information or to register for the conference, media should contact Beth Dozier at bethdozier@rational360.com. Members of the media may also register online at: <http://www.siiia.net/ondemand/2009/press.asp>.

WHO: Software and Information Industry Association (SIIA)
WHAT: SIIA OnDemand Conference
WHEN: 28-30 October 2009
WHERE: San Jose Marriott, San Jose, Calif.

For a complete schedule of events, visit: <http://www.siiia.net/ondemand/2009/schedule.asp>.

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. For further information, visit www.siiia.net.