

**For Immediate Release**

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## **SIIA Announces Investment Conference Presenting Companies**

*Seventeen Selected Firms to Highlight Sector Leadership*

**WASHINGTON, DC (January 20, 2010)** – The first group of 17 companies has been identified for participation in the Digital Media and Software Investment Conference, to be held on March 3, 2010, in New York City. The event is hosted by the Software and Information Industry Association (SIIA), the principal trade association for the software and digital content industries. Recruitment of participating firms continues through January 29, which is the final deadline for submission of applications.

The Digital Media and Software Investment Conference is designed to bring together medium-sized, private technology businesses with middle-market-focused senior lenders, private equity investors, and strategic partner prospects.

“Given the dislocation in the capital markets and the difficulty raising capital in the current environment, the Digital Media & Software Investment Conference is a much-needed addition to the private equity landscape,” said SIIA President Ken Wasch. SIIA selected the presenting companies to showcase key companies demonstrating sector leadership.

Selected presenting companies will present in 5 segment-defined tracks:

- Business Information Services
- Consumer Digital Media Marketing Services
- Software Infrastructure and Mobility
- Application Software and Services
- Media and Publishing

**The companies scheduled to present include:**

[Adaptive Planning](#) is the leader in SaaS-based business performance management solutions for budgeting, forecasting, reporting and what-if analysis.

[Ariston Global](#), LLC's vision is to create an innovative organization through combinations of acquisition, merger and organic growth that will provide enabling software tools, services and solutions to communications service providers and select large enterprise customers worldwide.

[Avatar International](#), LLC is a leading provider of intelligent and customizable patient satisfaction surveys for individual hospitals and entire healthcare delivery systems. Avatar's sophisticated Intelligent Survey engine creates a highly customized survey for every patient capturing actionable data points across the patient's unique journey.

[Cast Iron Systems](#), Inc. is the #1 SaaS and Cloud Integration Company™, with thousands of deployed customer integrations across all industries and around the world. All are benefiting from the simplicity, speed, and flexibility of the Cast Iron Integration Solution, which enables them to integrate Cloud-based and SaaS applications with the rest of the enterprise in just days.

[DataStream Content Solutions](#), LLC provides secure, reliable and cost-effective information management solutions designed to help you transform data into knowledge and deliver it on demand, at the right time, in the right formats, giving you the power to maximize productivity and optimize performance.

[The Deal](#), LLC, a diversified media and information company. The company reports, analyze and disseminates business and financial news and data that offers fresh insights on the deal economy, a set of interrelated activities, focused on dealmaking of all kinds, whose purpose is to generate corporate and capital growth in a continually changing global market.

[Eloqua Limited](#) is the category-defining marketing automation leader and provider of best practices expertise for marketers around the world. The company's mission is to make its customers the best marketers on earth. Thousands of customers rely on the power of Eloqua to execute, automate and measure programs that generate revenue.

[FieldGlass](#), Inc. is committed to providing intelligent solutions that help companies successfully acquire contingent workers, services and direct hires. They leverage years of technology expertise to deliver their award-winning InSite software-the first unified technology platform that allows hiring managers, human resources personnel, staffing companies, or others to utilize one integrated resource for the entire acquisition process of all human capital.

[Inference Data](#), LLC provides conceptual search based next-generation software for litigation risk assessment and accelerated discovery review. Inference is the only analytics software available to offer unlimited scale to address the unprecedented volumes of electronic evidence found in litigation today.

[IntelliResponse](#) significantly enhances the multi-channel customer service capabilities of hundreds of enterprise businesses and educational institutions. With more than 200 live customer-facing implementations answering 60+ million questions with One Right Answer, IntelliResponse is the gold standard in front line customer experience management.

[Ipreo](#), Inc. is a global leader in the provision of market-leading intelligence, technology, and superior customer service to investment banks and corporations around the world. Ipreo's capital markets services include transaction & workflow solutions, event management and CRM platforms, expert market intelligence including shareholder and bondholder ID, and the industry's premier database of buy-side contacts & investor profiles.

[MediaNet](#), Inc. world-class technology platform, MN Open, offers an API and easy to use Web Components that deliver a set of powerful music and media content capability including streams, downloads, media search, contextual matching and other media discovery tools to engage end users while keeping them on your website or application longer to maximize revenues.

[Monexa](#) is the speed leader in flexible subscription billing slashing time to revenue for complex subscription billing needs with its highly scalable cloud-based open-architecture product and proven billing industry expertise. Monexa is powering the biggest and most aggressive services in this subscription economy.

[Passenger](#), Inc. empowers brands to make on-demand connections with customers in an engaging, private community environment. Through the Passenger interactive social software application, brands can gain insights, drive innovation and fuel advocacy. Passenger also provides flexible engagement services to help our clients get the most of out of their communities.

[Plex Systems](#), Inc. is the developer of Plex Online, a Software as a Service solution for the manufacturing enterprise and the only solution to achieve the prestigious Champion ranking in Aberdeen Group's 2009 "ERP in Manufacturing" AXIS report. Plex Online's fully-integrated model delivers a "shop floor to top floor" view of a manufacturer's operations, enabling management to run their business at maximum efficiency.

[QlikTech](#) is the world's fastest-growing business intelligence (BI) company. Its flagship QlikView product delivers instant business answers, enabling users to easily explore their data without limits. Unlike traditional BI, QlikView delivers immediate value with payback measured in days or weeks rather than months, years, or not at all. It is the only BI offering that can be deployed on premise, in the cloud, or on a laptop or mobile device.

[Zuora](#)'s subscription billing and payments platform changes the way subscription businesses manage and sell to customers, allowing them to bring new products to market in less time, with more flexibility and less hassle. Zuora is built from the ground up by SaaS industry visionaries and veterans from salesforce.com, WebEx, Accenture, Google, eBay, Oracle and Vitria.

**For Conference info, please visit:** [www.siaa.net/investmentconference](http://www.siaa.net/investmentconference). Interested media may speak with representatives from any of the above-noted companies during the conference by contacting John Crosby at [JCrosby@siaa.net](mailto:JCrosby@siaa.net) or Beth Dozier at [bethdozier@rational360.com](mailto:bethdozier@rational360.com)

#### **About SIIA**

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

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