

## SIIA Software Division News

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# SAP Executive & UK CIO to Headline SIIA OnDemand Europe, Continent's Premier Conference for Cloud Computing

*Peter Lorenz and John Suffolk to Address the Adoption of Cloud Computing on a Global Scale*

**WASHINGTON, D.C. (September 20, 2010)** – The Software and Information Industry Association (SIIA), the principal trade association for the software and digital content industries, will hold its fourth annual OnDemand Europe conference 18-20 October at the Royal Garden Hotel in London.

OnDemand Europe will focus on the development of cloud computing strategies and the challenges of bringing cloud applications to market. The conference will attract leaders from independent software vendors (ISVs), SaaS, Web, and enterprise companies, along with industry analysts, venture capitalists and media. More than 50 experts will offer their knowledge to help participants understand infrastructure choices, validate go-to-market strategies, and learn how to maximize growth, sales, and profits. Through 10 separate informal networking sessions, participants will connect with other SaaS/cloud executives and potential partners.

Featured sessions include:

- Selecting The Right Cloud Platform
- Connecting Sales to Strategy
- Building Enterprise Grade Clouds
- Using Cloud to Deliver Innovation and Efficiency
- EU Laws and the Impact on ISVs

The event will also feature keynote remarks from:

**Mr. Peter Lorenz, Executive Vice President for Small and Midsized Enterprises at SAP AG.** Lorenz is responsible for all aspects of SAP's SME solutions - SAP Business ByDesign, SAP Business One, and SAP Business All-in-One, including development, solution management, delivery, and deployment, as well as service and support.

**Mr. John Suffolk, Chief Information Officer for the Government of the United Kingdom.** In this role, Mr. Suffolk provides leadership to the IT profession across the wider public sector in the UK; supports public service transformation through the strategic deployment of technology; drives the development of shared services; and acts as the 'face' of UK Government IT both home and abroad.

[Visit the SIIA OnDemand Europe Website for biographical information.](#)

"OnDemand Europe exists to bring together leaders in the advancement of cloud computing on a global scale," noted Rhianna Collier, Director of the SIIA Software Division. "We are pleased to have Mr. Lorenz and Mr. Suffolk as our keynote speakers, as well as the presence of many experts from the industry to drive the dialogue. Their experience and insights will significantly enhance the value of the conference."

For more information about the conference, visit [www.ondemandeurope.net](http://www.ondemandeurope.net).

Requests for media access [may be submitted online](#) or may be directed to Beth Dozier at [bethdozier@rational360.com](mailto:bethdozier@rational360.com) or +1.202.429.1833.

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.sii.net/software](http://www.sii.net/software).