

SIIA Software Division News

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SIIA Issue Briefs Offer Advanced Insights from the Software Industry

Paper on mobile application development the latest in a member-only service

WASHINGTON, D.C. (ENTER DATE) – The Software and Information Industry Association (SIIA), the principal trade association for the software and digital content industries, has published the first four in a series of issue briefs designed to highlight the evolution of the software industry. The initiative is offered as a service to SIIA members and key industry leaders on request.

Started in September, the series is focusing on established practices and emerging trends that reflect the perspectives of some of the top minds in the technology world. The latest issue brief, titled “The Mobile Dilemma: Web vs. Native Application Development,” is being released on the eve of SIIA’s “All About Mobile” conference, which takes place November 16-17 at the Dolce Hayes Mansion in San Jose, California. Details about the event are available at www.allaboutmobile.net.

Rhianna Collier, Director of the SIIA Software Division, stresses the dual need for idea sharing and thought leadership in the industry. “The speed of change in the software business keeps our member companies in a perpetual state of adaptation,” Collier said. “With so much knowledge capital in these companies, and so much need across the industry for leading-edge thinking and perspective, we saw this as a valuable opportunity to connect people and ideas.”

The issues briefs released thus far include:

The Mobile Dilemma: Web vs. Native Application Development

Authors:

Jason Prater, Plex Systems

Neil Wainwright, Nexonia

Contributors:

Lars Kamp, Accenture

Diana Helander, Adobe

Challenges & Best Practices Associated with Transitioning to the SaaS Model

Author:

Kevin Dobbs, Montclair Advisors

Contributor:

Keri Brooke, Host Analytics

Selling SaaS – Software as a Service

Author:

Nina Sorrentino, Centah

SaaS – Software as a Secure Service

Author:

Ilia Alshanetsky, Centah

SIIA Software Industry Issue Briefs are exclusively available to members of SIIA. Requests for media access should be directed to John Crosby at jcrosby@siia.net or +1.202.789.4469.

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.siia.net/software

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