

SIIA Software Division News

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All About the Cloud Event to Feature Cutting-Edge ‘NextGen’ Companies

Early Stage Cloud Computing Firms to Present in San Francisco, May 23-26

WASHINGTON, DC (April 27, 2011) -- The Software & Information Industry Association (SIIA), the principal association representing the software and digital content industries, today announced that six companies in the cloud computing industry have been selected as the 2011 NextGen companies. Each company CEO will participate in the Next Generation in the Cloud panel at the upcoming SIIA [All About the Cloud](#) conference in San Francisco, May 23-26. All of the firms selected are early-stage businesses that offer online software and services.

“We believe this year’s line-up of NextGen firms demonstrate all of the qualities that point toward success, including ingenuity and resonance within the software and service industries,” noted Rhianna Collier, Vice President of SIIA’s Software Division.

This year’s SIIA All About the Cloud NextGen companies are as follows:

- [CloudPassage](#) is a security SaaS company offering the industry's first and only server security and compliance solutions purpose-built for elastic cloud environments. The company addresses the technical challenges of securing highly dynamic cloud hosting environments where consistent physical location, network control and perimeter security are not guaranteed.
- [GoodData](#) offers the world’s most powerful Cloud BI Platform, providing our customers and partners with operational dashboards, advanced reporting and data warehousing at a fraction of the cost and complexity of other approaches.
- [GroupFlier](#) is a group texting and communication platform for the enterprise. We enable authenticated membership as well as the ability to log and maintain communication. Groupflier has a complete suite of Web and mobile clients.
- [Kaavo](#) provides application-centric cloud management software to deliver single-click deployment and service level management of complex applications across public, private and hybrid clouds. With Kaavo, customers will lower costs and improve time-to-market, and automatically manage runtime service levels.
- [MeLLmo Inc.](#) is the creator of Roambi, a cloud-based mobile business application that transforms critical company reports and data into immersive, dashboard-style analytics, delivered to any iPhone or iPad.
- [RightScale](#) offers a fully automated cloud management platform that enables organizations to easily deploy and manage business critical applications across multiple clouds with complete control and portability.

In addition to the NextGen panel, All About the Cloud will feature sessions to help hundreds of executives from Software, Platform, and Infrastructure-as-a-Service providers identify growth opportunities.

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.siaa.net/AATC/2011/press.asp>.

WHO: Software & Information Industry Association (SIIA)

WHAT: SIIA All About the Cloud

WHEN: 23-26 May 2011

WHERE: The Palace Hotel, San Francisco, CA

For All About the Cloud information, please visit: www.AllAboutTheCloud.net.

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 for more than 500 leading software and information companies. For further information, visit www.siaa.net

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