

***** MEDIA ADVISORY *****

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SIIA to Release Landmark Cloud Computing Forecast at San Francisco Media Event on May 25

*45 CEOs, Including those from Intuit, Red Hat & NetSuite, Contributed to First-of-its-Kind Report on the
Future of the Cloud*

Washington, DC – May XX, 2011– At 10 a.m. on May 25, the [Software & Information Industry Association \(SIIA\)](http://www.siiia.net), along with CEOs from leading tech companies, will release a new publication featuring commentary and forecasts from some of the most innovative names in cloud computing. “Vision from the Top” is the first publication of its kind—45 CEOs from companies of all sizes provide their unique perspective on where cloud computing is headed and how it will change the technology landscape.

The press event will take place during [All About the Cloud](#)—the software industry’s most comprehensive ISV cloud computing conference.

“Vision from the Top” paints a portrait of the industry five and 10 years from today—predicting that the value of cloud computing will continue to skyrocket as it is heavily impacted by mobility and social media innovation. At the press event, several leading CEOs will discuss their unique perspectives, and SIIA VP of Software Rhianna Collier will provide an analysis of the common themes that run throughout the publication.

“Vision from the Top” features insights from 45 leading executives—including:

- **Brad Smith**, President & CEO, [Intuit](#)
- **Jim Whitehurst**, President & CEO, [Red Hat](#)
- **Zach Nelson**, CEO, [NetSuite](#)
- **Mark Symonds**, President & CEO, Plex Systems (will speak at press event)
- **Treb Ryan**, CEO, [OpSource](#) (will speak at press event)

Media attending the press event will receive an advanced copy of the report. For more information, or to register for the press conference, please contact Beth Dozier at +1-202-429-1833 or bethdozier@rational360.com. Requests for media access [may also be submitted online at the All About the Cloud website](#).

WHO: Software & Information Industry Association (SIIA)
WHAT: “Vision from the Top” Press Conference (during All About the Cloud)
WHEN: 25 May 2011 at 10 a.m.
WHERE: Monterey Room; The Palace Hotel, San Francisco, CA

All About the Cloud—held May 23-26 at the Palace Hotel in San Francisco—will bring software executives together to assess the state of the market and identify new opportunities in the cloud. The conference will focus on a wide range of cloud-related topics, including security, mobility, social media, integration, platforms and infrastructure, monetization and the role of cloud computing in government.

[Visit the All About the Cloud website to review the full lineup of speakers, the event schedule, and other resources.](#)

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

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