



Where Innovation Meets Government

The U.S. Federal Government spends approximately \$80B annually on IT and related services, a significant portion of which traditionally goes to maintaining aging IT infrastructure. However, the rapidly evolving technology environment and recent budget constraints will continue to shape the Administration's efforts to undertake large-scale IT reform.

Beginning with the issuance of the 25 Point Plan to Reform Federal IT and introduction of the "Cloud First" policy in 2011, and more recently with the launch of FedRAMP and the Shared Services Initiative, the U.S. Government is rethinking how it buys and implements IT products and services, providing agencies with the ability to purchase a broad range of IT services in a utility-based model.

While the Federal Government and innovative technology don't always fit together, this transformation of the Federal IT portfolio represents an era of tremendous innovation across the Government. As the Administration continues to revise its policies and practices, and develops new ones to fit new and emerging technology models, there are significant opportunities for leading-edge IT companies that provide innovative IT products and services.

To ensure that these companies understand proposed reforms to the IT acquisition environment, are positioned for success in the new Federal IT marketplace and to maximize our collective ability to affect these changes, SIIA has established the Public Sector Innovation Group (PSIG), led by SIIA policy staff with a deep foundation of expertise in federal market development, procurement policy and federal information technology systems.

What is the PSIG?

PSIG is a newly created division of SIIA comprised of innovative software and IT services firms seeking to take advantage of the evolving Federal investment in Cloud-related technologies. The PSIG builds off the themes of SIIA's annual Cloud/Gov Conference that has tracked the transformation of Government IT procurement over the past six years.

Benefits of Membership

- **Stay Informed & Ahead of the Curve**
PSIG members stay abreast of the latest developments in the federal procurement landscape and receive advanced market intelligence and detailed policy analysis to help them make better business decisions.
- **Meet the Decision Makers**
PSIG members network with key stakeholders – OMB, NIST, GSA, DHS – as well as Federal CIOs and Congress lending their voice to the ongoing cloud debate and ensuring that new procurement rules make sense in an On Demand world of computing.
- **Promote Sound Public Policy**
SIIA PSIG maintains a strong and robust policy agenda addressing a wide range of issues specific to the challenges doing business with the federal government. Current policy initiatives are focused on the advancement of cloud and shared services initiatives, successful implementation of FedRAMP and any changes to the federal acquisition regulation (FAR) that improve the government's ability to procure cloud services quickly and efficiently.
- **Business Development & Networking**
From startups to established global companies, we offer extensive opportunities to strengthen existing partnerships – and build new ones – for the cloud service providers who have joined the PSIG. In addition to conferences and member-only forums, SIIA organizes one-to-one business connections for our PSIG members.
- **Visibility, Brand Awareness & Thought Leadership**
PSIG member companies are front and center at SIIA's Cloud Gov Conference, the oldest and leading event on cloud for the federal government. SIIA PSIG members have a wide range of opportunities to position their companies and senior executives as industry thought leaders, and to highlight their latest technology offerings at our trade shows.

For more information on the SIIA PSIG,
visit siiia.net/psig

PSIG Board of Directors 2012

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How do I Get Involved?

SIIA has recently launched PSIG and hired Mike Hettinger to lead this exciting initiative. Mike has been a leader in the government contracting industry for more than a decade, most recently serving as Executive Director in Grant Thornton's Global Public Sector practice and prior to that as Staff Director of the House Oversight and Government Reform Subcommittee on Government Management.

We are currently building the program and seeking involvement from SIIA member companies. If you are an SIIA member and interested in participating, or if you are a non-member and would like more information on how to get involved, contact Mike Hettinger at mhettinger@siia.net or (202) 789-4456.

Who Should Join?

Any innovative technology company, Cloud Service Provider (CSP) or Third Party Assessment Organization (3PAO) who does business with the federal government and has an interest in learning more about federal cloud initiatives, desires to network companies with similar interests, or wants to better understand the latest developments affecting cloud computing or the federal procurement process.

How is the PSIG Governed?

The activities of the PSIG are led by a director with a deep foundation of expertise in federal market development, procurement policy and federal information technology systems.

The PSIG is governed by a divisional board of directors comprised of existing SIIA members as well as new SIIA PSIG members. Members of the board play a significant role in driving the overall direction of the PSIG agenda. The PSIG Board meets quarterly and any member company who is a full SIIA member or any Founding Member of the PSIG is eligible for a seat on the board. Currently membership on the board is capped at 25 members.

PSIG Events

Cloud/Gov

PSIG's signature event is Cloud/Gov, an annual conference that offers information, strategies and connections for selling SaaS and Cloud applications to the government. Contact Mike Hettinger at mhettinger@siia.net for information about how to participate.

Executive Roundtable Series

PSIG members network with leading Federal CIOs and other leaders of Federal procurement policies and procedures.