

Exposure

SIIA's Software Division works with members to improve their exposure within the industry. Gaining the attention and respect of peers is a valuable and effective complement to traditional marketing investments, and helps your company establish meaningful leadership credentials, develop new partnerships, and generate new business.

Connections

The SIIA Software Division helps members build the connections they need to get deals done. Customers, partners, financiers, entrepreneurs, senior executives, analysts and others in the industry ecosystem participate and contribute to a vibrant web of connections.

Insights

SIIA Software Division membership provides insights into key business trends that most directly affect our members. SIIA fosters direct discussions among industry peers, providing timely information on trends, emerging best practices, legal and regulatory changes, and more. These insights help member companies validate their corporate strategies or make course corrections.

Testimonials

Mike Riegel, IBM
{youtube}ZUB2tBo5lyk{/youtube}

[Watch more testimonials](#) from SIIA Software Division member companies.