

"As the new president of Appnomic Systems' U.S. business and having been involved with SIIA for over five years, SIIA was one of the first places I decided to focus our efforts to get involved in the industry and raise awareness of our business in the U.S. technology market. The SIIA has a wonderful and experienced management team that is well regarded in the industry and the members are enormously talented, impressive people and companies. I recommend membership to any company serious about the US software and software services markets."

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Ray Solnik,  
President, [Appno](#)  
[mic Systems U.S.](#)

"SIIA is perhaps the most active industry association for software and related technology companies. Whether the topic is public policy initiatives, intellectual property and licensing rights, innovation strategies or partnerships, SIIA is always out in front of industry issues. We've found that leadership to be especially apparent in the fast-moving area of cloud computing."

**Michael Binko, President & CEO, Kloudtrack**

"SIIA provides valuable resources that help Ping Identity stay abreast of the issues and public policies impacting our business. And it's a great avenue for connecting with the leading businesses and thought leaders in our space."

**Mike Desai, Director, Ping Identity**

"SIIA is a great way to keep up with industry leading-edge trends and develop relationships with ISVs (large and small.) Additionally SIIA's conferences are a collaborative format to contribute thought leadership and present current thinking."

**Timothy Jellison, Partner, [Accenture](#)**

"Fiberlink has been a member of the SIIA for many years. Our participation has helped us expand our relationships in the software industry with both innovative startups and global industry leaders. Our employees benefit from SIIA provided events, such as All About the Cloud as well as smaller webinars and roundtables. Regardless of the mode of participation, we are always pleased the high quality and value of member interaction."

**Jim Szafranski, Senior Vice President, Customer Platform Services, [Fiberlink Communications](#)**

"SIIA membership has both strategic and tactical value. Strategically, SIIA membership allows me to stay connected with the thought leaders in the software and content markets, and gives me an opportunity to influence and be influenced. Tactically, SIIA is a great avenue to gain more exposure and reach prospects, customers and potential partners."

**Umberto Milletti**, CEO, [InsideView](#)

"For large companies like IBM, the SIIA provides great connections to important 'rising star' companies that we want to partner with, and provides a range of opportunities for us to discuss leading edge topics that are critical to our industry. The SIIA also does an outstanding job on the public policy front, which is critical to ensure we maintain the policies that fuel the innovation our country depends on."

**Michael Riegel**, Vice President, ISV & Developer Relations, [IBM Software Group](#)

"We joined the SIIA to network with top executives from the industry's top SaaS and Cloud ISVs. With industry leading events, in depth webinars, and highly targeted executive roundtables, our SIIA membership has delivered a strong ROI for us year after year."

**Simon Peel**, SVP, Strategy & Marketing, [Cast Iron Systems](#), an IBM Company

"If you are serious about the software industry and your company's role in it, then you'll want to be a member of the SIIA. We highly value the SIIA's industry representation in Washington DC. However, it is the unique peer forum for the exchange of ideas and the development of sales and marketing opportunities that seals the deal for us. Continuing SIIA membership is just good business and an important part of our marketing and strategy mix."

**Richard Dym**, CMO, [SpotlightTMS](#)

"SIIA is more than an Industry Association or an advocacy group, it is a real community of software and information professionals. It has been my experience that the biggest single benefit our company has received from being associated with SIIA has been the opportunity to collaborate directly with leadership across the software, information, and content marketplaces. In particular, we have had new hires, new clients, and new projects which have stemmed directly from the friends we have developed working in close contact with SIIA. It is hard to put a value on such a network or an organization."

**Stephen Leicht**, EVP & COO, [Collexis Holdings Inc.](#)

"As an active SIIA member, our organization is able to gain greater insight into what's happening in the software community and broaden our visibility among industry peers."

**Bill Loss, CEO, [SaaShr.com](http://SaaShr.com)**

"Joining the SIIA and actively participating in its many programs has been a great win/win partnership for Saugatuck Technology."

**Bill McNee, Founder and CEO, [Saugatuck Technology](http://SaugatuckTechnology.com)**

"SIIA membership has been an essential part of OpenAir's success. There is no better place to meet the leaders in the industry and make our opinions known, as well. One example of SIIA leadership is the CODiE's -- the academy awards of the software industry. We won the award for Best Business Software Solution of 2008 -- the CODiE version of Best Picture -- and two months later we were NetSuite's first acquisition in the SaaS space. We are enthusiastic participants in all aspects of SIIA and couldn't recommend it more strongly to others."

**Morris Panner, Former CEO, [OpenAir, Inc.](http://OpenAir.com), a [NetSuite Company](http://NetSuite.com)**