

Steered by SIIA member executives, these Special Interest Groups (SIGs) are communities with specific interests in advancing aspects of our industry. Each SIG meets on a regular basis and is a great opportunity to get involved and network with your peers.

### **Trust and Transparency**

Leader: Rick Nucci, Chief Technology Officer, Dell Boomi

Description: A key part of building a long term relationship with our customers is establishing trust from the beginning. One of the more popular examples of this is the creation of a "trust" site. This call will be an open forum for us to share experiences around how we have established a trust relationship with our customers. Who has used a trust site? How did you set it up, what did you learn after launching it?

To be added to this group, please contact [Katie Carlson](#) .

### **Data Center Deisgn and Infrastructure**

Leader: Mike Binko, Chief Executive Officer, Kloudtrack

Description: There's a growing concern in the Data Center/Infrastructure community about the ability to take advantage of some of the opportunities associated with Cloud computing. The issue revolves around the generally static nature of networks, security strategies and how current network solutions limit our ability to adopt public, hybrid, private and federated cloud solutions. What would happen if you moved a group of your virtual machines from one location to the other? Would they still function, would you have to do any remediation to the receiving environment? In some scenarios, the transported environments will be unreachable for extended periods of time.

To be added to this group, please contact [Katie Carlson](#) .

### **Government Procurement**

Leader: Gunnar Helleksen, Chief Technology Strategist, Red Hat

Description: The way the US government acquires IT is bewildering for both buyers and vendors. For those of you already working with the government, don't you wish someone had pulled you aside and explained how the system worked and why? That's what we're about. We'll be finding ways to make it easier for companies to approach the government, and the government to work with its vendors.

Potential work areas:

- Advocate for procurement changes
- Help industry better understand the Federal procurement process
- Help government better understand the procurement rules
- Collect and distribute measurements and metrics

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### **System Development Lifecycle**

Leader: Charles Kershes, Product Manager, SaaS*hr*.com

Description: We will discuss the System Development Life Cycle (SDLC) which is a process used by a systems analyst to develop an information system, including: requirements, validation, training, and user ownership. Any SDLC should result in a high quality system that meets or exceeds customer expectations, reaches completion within time and cost estimates, works effectively and efficiently in the current and planned Information Technology infrastructure, and is inexpensive to maintain and cost-effective to enhance.

To be added to this group please contact [Katie Carlson](#) .

### **Data Portability**

Leader: Betsy Bilhorn, Vice President Product Management & Marketing, Scribe Software

Description: Cloud for business is becoming more mainstream and many companies are adopting cloud business applications. These applications are becoming part of an IT managed portfolio where requirements to move or keep a copy of the data elsewhere for backup, security, archival, and other common business needs like reporting can be a challenge with cloud data. What happens when the time comes when you want to change vendors and you need to move your cloud data? This is will be an open forum to share experiences and successful techniques for data portability.

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### **Sales and Marketing Alignment**

Leader: Brian Kardon, Chief Marketing Officer, Eloqua  
Details and registration coming soon...

### **Mobility**

Leader: Jim Szfranski, Senior Vice President, Customer Platform Services, Fiberlink  
Details and registration coming soon...