

### **For Immediate Release**

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### **SIIA Launches New Affiliate Program to Connect Software Associations & Strengthen the Industry**

*SIIA Accepting New Members for Program that will Offer Networking Opportunities & Valuable Resources for Software Industry Groups*

**Washington, D.C. (Dec. 6, 2012)** – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today launched the SIIA Affiliate Program. The new initiative aims to strengthen the software industry by bringing associations together to collaborate and share business intelligence.

The SIIA Affiliate Program, which already includes four participants, provides an opportunity for associations and groups to increase connections within the software industry and work together to improve and take advantage of networking opportunities, visibility, education, and training resources.

“In our fast moving, innovative and economically powerful industry, collaboration is vital,” said Rhianna Collier, Vice President for the Software Division at SIIA. “The SIIA Affiliate Program will bring together top organizations, great ideas and influential leaders in order to expand opportunity, visibility and benefits available to members. Through this new program, groups will share information, collaborate on events and other activities, and combine their strength to drive the software industry forward.”

The first four members of the affiliate program are CloudNOW, the Irish Software Association, SVForum, and THINKstrategies. To inquire about joining the SIIA Affiliate Program, contact [Rhiana Collier](#).

### **From 4 new members of the SIIA Affiliate Program:**

[CloudNOW](#) is a non-profit consortium of the leading women in cloud computing, focused on using technology for the overall professional development of women for networking, knowledge sharing, mentoring, and economic growth.

"SIIA is a well-known and respected global trade association that works diligently to move the technology industry forward. CloudNOW is excited to be part of the SIIA Affiliate Program to provide additional value to our members and help grow the international technology community," said Jocelyn DeGance Graham, Co-founder & President, CloudNOW.

The [Irish Software Association](#) is a professional association representing the interests of Irish and multi-national software and computing services companies operating in Ireland.

"The Irish Software Association's mission is to foster a culture of international growth and scaling among indigenous Irish technology companies. Affiliating with the SIIA will provide our member companies with a distinct advantage in achieving this mission and provide a united transatlantic voice for the technology sector," said Paul Sweetman, Director, ICT Ireland & the ISA.

[SVForum](#) is a non-profit organization that fosters innovation, entrepreneurship and leadership within the Silicon Valley ecosystem of individuals and businesses.

“With common goals of providing education, learning experiences and networking opportunities to the high tech communities of the San Francisco Bay area, the affiliation between SVForum and SIIA will provide additional benefits and opportunities for members of both organizations in their quests to create new technologies, products companies and even industries,” said Chris Gill, CEO & Executive Director, SVForum.

[THINKstrategies](#) is the only consulting firm dedicated to helping enterprises make better sourcing decisions, IT solution providers make better marketing decisions, and venture investors make better investment decisions to capitalize on the business benefits of today’s on-demand services, including Cloud Computing, Software-as-a-Service (SaaS) and Managed Services.

“It has been a pleasure to work with the SIIA team on an event-by-event basis for years to promote the success of its members in the SaaS and Cloud marketplace. I’m excited about becoming a member of the SIIA’s affiliate program so we can work together more closely in a more concerted fashion on an ongoing basis,” said Jeffrey M. Kaplan, Managing Director of THINKstrategies and Founder of the Cloud Computing Showplace.

### 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. For further information, visit [www.siaa.net](http://www.siaa.net). 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.siaa.net/software](http://www.siaa.net/software)

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