

For Immediate Release

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SIIA DataContent 2013 – Only Conference Devoted to Commercial Data – To Take Place October 15-17 in Philadelphia

21st Annual Conference, which Features Keynote by IBM CIO Jeanette Moran, will Outline Key Trends in Big Data & Successful Strategies for Creating New Data Products

WASHINGTON, D.C. (September 15, 2013) The [Software & Information Industry Association](#) (SIIA), the principal trade association for the software and digital content industries, today invited media to attend the 21st annual [DataContent](#) conference. The event, co-produced with the InfoCommerce Group and takes place October 15-17 in Philadelphia, is the industry's only conference devoted solely to producers of commercial data products.

As data continues to revolutionize global business, DataContent will focus on what's next for the industry. The conference will provide an insider's view of the next big opportunities in data and help attendees turn them into successful new data products.

For more information or to register for the conference, members of the media should contact Farrah Kim at farrahkim@rational360.com . Online registration is available at: <http://www.siiia.net/datacontent/2013/register.asp>

Conference highlights include:

- **Keynote by Jeanette Moran, Chief Information Officer, IBM**

Data is radically transforming business in an increasingly interconnected world, but what does it take to properly integrate and manage powerful and massive new data flows? Using her experience as CIO of IBM – the backbone of infocommerce – Moran will discuss strategies for putting Big Data to productive use, the business intelligence and marketing functions of the future, and how will business be conducted in a mobile world.

- **Keynote by Neal Goldman, Chairman & CEO, Relationship Science**

Relationship Science has become the ultimate tool for business development professionals and dealmakers in the business, finance, and nonprofit sectors. Since its debut less than a year ago, the company has already built a database of almost 2.5 million influential professionals at over 1 million organizations. Goldman will describe his methodology to illustrate how Relationship Science is redefining the culture of business development through its use of data analytics.

- **Executive Panels on Emerging Trends in Big Data**

DataContent 2013 will also examine leading trends and best practices through a number of panel discussions focusing on advances in private company data, cutting edge tools for creating commercial-grade databases and how to satisfy advertisers armed with their own data analytics abilities.

- **Model of Excellence Awards**

For 10 years, this awards program has defined excellence in the data industry by honoring leading products that are setting new standards for data innovation and bringing data to life. DataContent will spotlight some of the most innovative winners and nominees throughout the conference.

For the complete schedule of events, visit <http://www.siiia.net/datacontent/2013/schedule.asp>

About SIIA

SIIA is the leading association representing the software and digital content industries. SIIA represents approximately 800 member companies worldwide that develop software and digital information content. Information technology (IT) and software security are critical issues to SIIA's members, many of whom strive to develop safe, secure and state-of the-art products that effectively serve their commercial and government customers alike, while protecting their intellectual property.

About the Content Division

The SIIA Content Division serves the media, publishing, information services and technology companies that drive the \$462 billion content industry. The division is dedicated to helping its members successfully navigate the dramatic changes in content creation, business models, and technology impacting the content industry. Member companies create, publish, and deliver content across all online, mobile and digital platforms; produce content-focused software applications and tools; develop enabling technologies; and offer services focused on the content industry. For more information, visit www.siiia.net/content .

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