

WEDNESDAY OCTOBER 28

TBD

IBM Pre-conference Event

THURSDAY OCTOBER 29

8:20am - 8:30am

Welcome & Opening Remarks

8:30am - 9:15am

Keynote

9:15am - 10:00am

Cloud Platforms and Solutions: Business Models and Architectures for Value Creation in Enterprise

The impact of cloud computing platforms are being felt across most businesses - providing storage and computing infrastructure to applications for enterprise collaboration and productivity. From task-specific private clouds to public facing clouds delivering applications and workforces - cloud platforms are delivering value and driving new forms for revenues. This session will discuss the disruption and business models that cloud based platforms are delivering and explain innovative business models targeting small-medium and large enterprise segments.

Panelists:

[Dave Mitchell](#), Director, Strategy & Emerging Business, ISV and Developer Relations, IBM

[Treb Ryan](#), CEO, OpSource, Inc.

[Tien Tzuu](#), Founder & CEO, Zuora

10:00am -10:15am

Preview Company Presentations

Presentations from three early-stage, innovative companies that enable Software as a Service/Cloud or provide Software as a Service/Cloud solutions.

10:15am - 10:45am

Networking Break

10:45am - 11:30am

Channel Strategies That Win: The ISV Perspective

The first of two sessions devoted to SaaS channels. In this panel, a diverse group of ISVs share their success stories around channel expansion. Specifically, how to identify, recruit and cultivate their most successful partners. Why would you want your channel's mindset to shift away from hardware, network and customizations? Uncover how focusing on configurability, training and support makes such a positive impact on customer growth and retention. Find out how these initiatives, including other effective channel management strategies, are so instrumental in capturing the needs of, and avoiding conflict with, the channel.

Moderator:

[Bill Loss](#), Co-founder & CEO, WebApps, Inc. a.k.a. SaaS.com

Panelist:

[Michael Braun](#), CEO, Intacct

[Ken Comee](#), CEO, Cast Iron Systems

11:30am - 12:00pm

Public SaaS Company Performance: Winners, Losers & Lessons Learned

What can we learn from public SaaS Companies? What metrics are driving their value, and what is separating the leaders from the laggards. A notable industry analyst will take us through his thoughts on what we have learned in this downturn and what lies ahead.

Presenter:

[Brendan Barnicle](#), Vice President and Senior Research Analyst, Pacific Crest

12:00pm - 12:15pm

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12:15pm - 1:15pm

Networking Lunch

1:15pm - 1:45pm

SALES & MARKETING TRACK

Social Media: Waste of Time or Revenue Driver

Over past few years, Social media has become one of the most-hyped aspects of marketing. Everyone seems to be talking about running ads on Facebook or sending out product offers on Twitter. There are others who are equally convinced that this is all a huge waste of time and that we should stick to buying lists and running email campaigns. Over the past year Appirio has found that social media is an extremely valuable tool for marketers. This session will explore how social media, especially blogs and Twitter, can be a critical part of your marketing mix. We will talk about what no social media marketer wants to talk about, results. At Appirio the results have been eye-opening - ~20% of our web traffic comes from Twitter, 2nd biggest traffic day because of a combination of a blog post and Twitter, 1000+ registrations for a webinar and even a few honest-to-goodness leads. Join this session to learn how you can get

INNOVATION TRACK

Mobility

Who is leveraging mobile platforms successfully? What is different about the playing field today than a year ago? How do I select a platform and what is involved in supporting multiple platforms.

started with social media and drive real results. Warning: It's easy to get started, very effective and doesn't cost much, but it is addictive and very time-consuming!

Presenters:

[Jon Miller](#), VP of Marketing, Marketo

[Kirk Crenshaw](#), Director, Online Marketing, Appirio

1:45pm - 2:30pm

SALES & MARKETING TRACK

Growing Internationally

There are many challenges to expanding a SaaS business internationally. Some are product related such as multi-language capability, multi-currency features and localization for tax and compliance reporting. Others involve how to support users in far-flung time zones speaking different languages. The tougher issues tend to revolve around sales and marketing. Shall we sell direct or through a partner? How do we find reliable partners? What does the agreement look like? Who is responsible for what? This session will feature speakers who have "been there and done that" They will share what worked for them as they expanded overseas as well as the things they tried that they wouldn't do again.

Moderator:

[Mark Symonds](#), CEO & President, Plex Systems, Inc.

Panelists:

[John Barber](#), Partner, International Tax Services, Grant Thornton

[Matt Holleran](#), Partner, Emergence Capital Partners

[Morris Panner](#), CEO, OpenAir, a NetSuite Company

2:30pm - 3:00pm

Networking Break

3:00pm - 3:45pm

SALES & MARKETING TRACK

OnDemand vs. On-Premise: How the

INNOVATION TRACK

Addressing the Continuing Integration Challenge

What is the state of the art in integration spanning the cloud and on-premise systems? When will integration move beyond data to enable workflows across cloud and on-premise business processes? What needs to happen? What tools and methods need to emerge? Is vendor cooperation necessary? Do we need standards, or can this work with integration platforms and plug-ins? Enterprise customers have already invested millions in EAI and in SOA and have no desire to return to stovepipe systems.

Moderator:

[Michael West](#), Vice President, Saugatuck Technologies

Panelists:

[Dr. M.A. Ketabchi](#), President, CEO, Founder, Savvion

[Simon Peel](#), SVP Strategy, Cast Iron Systems

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SaaS: Making More Money & Keeping

Lines of Demarcation at Blurring

Rapidly changing technologies are making it increasingly possible for OnDemand solutions to be deployed both online in the cloud and on-premise behind the corporate firewall. Does this 'location-independent' approach violate the fundamental principles of SaaS and cloud computing, or will it make the OnDemand market even more appealing to a broader cross-section of customers? This session will include a roundtable discussion of industry executives who are offering their OnDemand solutions both in the cloud and on-premise. The executives will discuss the technological, organizational, sales, marketing and support challenges and opportunities created by offering customers the choice of where they can deploy their OnDemand solutions.

Moderator:

[Jeff Kaplan](#), Managing Director, THINKstrategies

Panelists:

[Ismael Chang Ghalimj](#), CEO & Co-founder, Intalio

[Kim Patrick Kobza](#), President & CEO, Neighborhood America

[Pankaj Malviya](#), Founder & CEO, LongJump

[Jeffrey Saling](#), Senior Vice President, Global Sales, Callidus Software

Customers

There are 8 basic income conduits in the SaaS model, and only the first two of them, software licensing and enhanced usage billing, are about selling access to technology. The other six are about professional services, and represent a significant opportunity for SaaS vendors to not only increase their customer retention rates but also to substantially increase their overall profitability.

- What are companies like yours actually doing to tap the additional revenue sources?
- What kinds of organizational and technological resources are required?

This fast-paced presentation will identify actionable opportunities and broaden your thinking about going beyond revenue generation to build a river of profitability.

Presenter:

[Mikael Blaisdell](#), Director, MB&A, Inc. - Customerium.com

3: 45pm - 4: 25pm

SALES & MARKETING TRACK

Pricing Models

A survey of SIIA members showed pricing to be a very hot topic. Indeed, the pricing model is one of the most important choices a company must make. Whichever metric is chosen - named users, transactions, etc. - will drive customer behavior such as software adoption. The frequency of adjustment will determine how quickly revenues can increase in a good market and how rapidly they decline in a recession. Length of term and amount paid upfront are also key issues. This session will feature a

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Which Cloud is Right for You?

Choosing a Cloud provider was one of the most important decisions you've ever made. But do you know if that Cloud platform will be maturing fast enough for you in critical areas like provisioning, billing, security, integration, SLAs, monitoring, single sign-on, customer support and more? You must keep abreast of these changes to know you're still in the right place. Hear from the CTOs of leading Cloud providers where they're investing and where they are not, who their latest partnerships are with, and why their platform and future vision

panel discussion with several speakers sharing the pros and cons of various choices.

Moderator:

[Mark Symonds](#), CEO & President, Plex Systems, Inc.

Panelist:

[Graham Barnes](#), CEO, Concerro

[Jason Lemkin](#), CEO, EchoSign, Inc.

[Bob La Loggia](#), President, StormSource Software

will continue to offer far more than the competition. Leave this fast paced session knowing whether the Cloud you're using today is the right place to bet your business on long term.

Moderator:

[Simon Peel](#), SVP, Strategy, Cast Iron Systems

Panelists:

[Lew Moorman](#), President, Cloud Division, CSO,

Rackspace Hosting

[John Rowell](#), CTO, OpSource, Inc.

4:30pm - 5:15pm

Overcoming Barriers to Large Enterprise SaaS Adoption

No doubt SaaS is popular in the small and mid market. The big questions remain as to when will large enterprises begin to adopt SaaS more aggressively, and what types of solutions will they be buying and deploying? Find out which vendors are getting it done today, and why, and who is likely to enter the fray over time. This session will include a short presentation highlighting the latest research into what the big company CIO's are saying about their issues with the model and deployment plans, as well as a roundtable with several Fortune 500 CIOs who will share their perspective and insight.

Panelists:

Moderator:

[William S. McNee](#), Founder & CEO, Saugatuck Technologies

Panelist:

[Ashwin Rangan](#), Chief Products Officer, MarketShare Partners

5:15pm - 5:30pm

Preview Company Presentations

Presentations from three early-stage, innovative companies that enable Software as a Service/Cloud or provide Software as a Service/Cloud solutions.

5:30pm - 7:00pm

Networking Reception

FRIDAY OCTOBER 30

8:30am - 8:45am

Welcome Remarks

8:45am - 9:30am

Keynote

[Zach Nelson](#), President & CEO, NetSuite, Inc.

9:30am - 9:45am

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SALES & MARKETING TRACK

Agile Eyes, Nimble Fingers: The Optimal On-Demand Sales Organization

"Agile" is about more than code development. SaaS revenue generation is all about maximum deal flow and scalable processes - it's all about an organization that can first identify which of the low-hanging fruit is ripe and then readily harvest it. The best on-demand sales organizations have frictionless processes with minimal iterations, an uncanny ability to anticipate & overcome objections, and a sixth-sense about which "killer" opportunities will never close. This session will explore the tactics & tools & tricks that set them apart and help them accelerate revenue growth.

Moderator:

[Ken Boasso](#), Co-founder, KeyChain Logic

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Financial Benchmarks for Successful SaaS Companies

What kind of financial benchmarks are successful SaaS businesses achieving. What's a "normal" spend for: Customer Support, R&D, Marketing, etc.

Panelist:

[Tyler C. Newton](#), Partner & Research Director, Catalyst Investors

11:00am - 11:45am

SALES & MARKETING TRACK

Channel Strategies That Win: A View From the Top

In this second session of the conference devoted to SaaS Channels, we will hear from large channel partners regarding how they successfully built their own channels, their current offerings to SaaS companies, and best practices on how to leverage their programs. Hear what new tactics and programs the large SaaS vendors are deploying and what shifts the traditional players are making in the new world of SaaS.

INNOVATION TRACK

Avoiding Untimely Market Exits – Perspectives from the Grave

This roundtable session will include CXOs of SaaS companies that were forced to discontinue their operations who will discuss the factors which led to their untimely exits and will offer their advice about how others can avoid their fate and learn from their experiences.

Moderator:

[Jeff Kaplan](#), Managing Director, THINKstrategies

Moderator:

[Phil Wainwright](#), Director, Procullux Ventures Panelist:

[Elliot Curtis](#), Director, North America Hosting Partner
Channel, Communications Sector, Microsoft

[Bobby Napiltonia](#), SVP, Worldwide Channels & Alliances,
salesforce.com

11:45am - 12:30pm

Marketing 2.0

Successful OnDemand businesses use marketing much more than their predecessors, and the tools they have at their disposal for demand generation are more numerous and complex than ever before. This session will reveal best practices and case studies from SaaS companies that have used innovative marketing programs to grow their business.

Moderator:

[Lars Leckie](#), Principal, Hummer Winblad

Panelist:

[Jeff Erramouspe](#), President, Manticore Technology

[Malcolm Friedberg](#), Co-founder & Principal, Left Brain Marketing

12:30pm - 1:30pm

Networking Lunch