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SIIA

SIIA Software Division News

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'All About the Cloud' to Feature Ground-Breaking New Software Firms

SIIA's NextGen Program to Promote Startups in the SaaS and Cloud Markets

WASHINGTON, D.C. (May 6, 2010) – The Software and Information Industry Association (SIIA), the principal trade association for the software and digital content industries, announces the formal industry launch of six independent software vendors (ISVs) in the Software-as-a-Service/cloud computing market at next week's All About the Cloud conference in San Francisco. The launch is part of SIIA's new NextGen program, which advances leading-edge and startup software companies that offer new opportunities in the software industry.

"Identifying and promoting the next generation of software companies is something SIIA has done for years. The NextGen program will elevate early-stage businesses in the SaaS and cloud markets and establish them as industry players," noted Ken Wasch, President of SIIA.

Rhianna Collier, Director of the SIIA Software Division, highlighted the quality of firms participating at the All About the Cloud Conference: "We believe this year's line-up of NextGen firms demonstrate all of the qualities that point toward success, including creativity and quality within the software and high tech industries. Analysts, investors, and potential partners in attendance will surely benefit from learning about these firms and their business models."

To register for the conference, members of the media should contact Eileen Conway at econway@opsource.net or Beth Dozier at bethdozier@rational360.com. Online registration is also available at: http://www.siia.net/aatc/2010/press_apply.asp.

Firms participating in the NextGen Program are:

AppFirst
AppFirst delivers a SaaS-based real-time, proactive application monitoring solution. Within minutes customers can see into the black box that is their applications, regardless of the language the application is written in, what components are used, whether the servers are physical or virtual, on premise or in the cloud. With this unique inside out view of applications IT operations can gain understanding into how their entire application truly works, address changes before they become problems, drive down the cost of operations and achieve high customer satisfaction.

Cloudkick, Inc.
Cloudkick is a management tool and portability layer for cloud based infrastructure. Cloudkick provides a common set of tools, such as performance trending and fault-detection, that work across numerous cloud providers (e.g. Amazon EC2, Rackspace). Additionally, with Hybrid Cloudkick, companies can now manage their existing non-cloud infrastructure as if it was cloud based.

Emillion
Emillion specializes in identity and access management solutions for providers of SaaS and Cloud applications. Distal, our product, gives those providers the easiest way to offer their customers single sign-on and automated user management based on information in their own user directories. The unique thing about Distal is, that it requires very little from the customers. In true SaaS style, customers don't need installation, programming, third parties or new expertise. Instead, the customer places one text file on his existing intranet server, sets a couple of parameters and the SaaS login screen is history.

Everyone Counts
With the 2000 election in the US it became apparent that state of the art technologies had not yet been brought to elections – a $16 billion paper-based industry globally. So a team of internationally recognized computer security and elections experts came together to solve the problem. We got a federal law passed in 2009 requiring states to provide electronic ballots to military and expat voters beginning in 2010 and we were just contracted with the US Department of Defense to deliver these solutions. Everyone Counts software as a service platform can be expanded to serve additional voter populations, reducing administrative processes and saving governments more than 50% over current solutions.

Govascend
State and local governments can provide better service at lower cost by automating their mobile workforce. With Govascend, customers quickly and efficiently build and deploy custom mobile applications.
• Optimal solution fit – applications built and modified in-house with application designer
• No cost trial – Applications shared between agencies in a web-based library
• Low operation cost – One click deployment of applications
• No infrastructure – Azure cloud based, export engine integrates with legacy systems
• Optimal pricing structure – SaaS usage pricing matches costs with agency value
• Government can now avoid the long, expensive software customization process and realize instant ROI.

Less Software
Our Supply Chain Management Application boosts companies' efficiency in Acquiring, Managing and Selling inventory by enabling better management of logistics and order fulfillment processes. We are passionate about delivering this application to our customers in an On-Demand service model or as we like to think of it, with Less Software on premise. We deliver Software as a Service in a true service-based model providing supply chain solutions, consulting services and systems integration.

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. **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.siia.net/software

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