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SIIA Software Division News

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SIIA to Host 2010 OnDemand Europe

Executive event to focus on top business issues of cloud adoption

WASHINGTON, D.C. (June 2, 2010) – The Software and Information Industry Association (SIIA), the principal trade association for the software and digital content industries, has announced that it will host its fourth annual OnDemand Europe, the ISV conference for cloud computing, 18-20 October 2010 at the Royal Garden Hotel in London. The event will bring together executives in the software industry to discuss the development of cloud strategies and the challenges of getting cloud applications to market.

OnDemand Europe attracts leaders from independent software vendors (ISVs), SaaS, Web, and enterprise companies, along with industry analysts, venture capitalists and media. Over the course of 2 days, SIIA will present over 50 experts who will help participants understand infrastructure choices, validate go-to-market strategies, and learn how to maximize growth, sales, and profits. Through 10 separate informal networking sessions, participants will be able to connect with other SaaS/cloud executives and potential partners.

"The cloud is more than a trend; it's the heart of advanced IT strategy," noted Rhianna Collier, Director of the SIIA Software Division. "This is especially true now, as businesses around the globe seek to innovate, reduce costs, and operate leaner and greener. For European companies advancing cloud services and hosting, OnDemand Europe is a must-attend event."

WHO: **Software and Information Industry Association (SIIA)**
WHAT: **OnDemand Europe**
WHEN: **18-20 October 2010**
WHERE: **Royal Garden Hotel, London**

Media representatives and bloggers may request access to the event online at http://www.siia.net/ondemandeurope/2010/press_apply.asp.

Event schedule and registration information are available now via the OnDemand Europe Website at www.siia.net/ondemandeurope/.

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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