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SIIA Software Division News

SIIA Communications Contact: John Crosby, 202-789-4469, *jcrosby@siia.net*
PR Contact: Beth Dozier, Rational 360, 202-429-1833, *bethdozier@rationalpr.com*

SAP Executive & UK CIO to Headline SIIA OnDemand Europe, Continent's Premier Conference for Cloud Computing

Peter Lorenz and John Suffolk to Address the Adoption of Cloud Computing on a Global Scale

WASHINGTON, D.C. (June 30, 2010) – The Software and Information Industry Association (SIIA), the principal trade association for the software and digital content industries, has announced the keynote speakers for its fourth annual OnDemand Europe conference, which will take place 18-20 October at the Royal Garden Hotel in London.

Mr. Peter Lorenz, Executive Vice President for Small and Midsized Enterprises at SAP AG. Lorenz is responsible for all aspects of SAP's SME solutions - SAP Business ByDesign, SAP Business One, and SAP Business All-in-One, including development, solution management, delivery, and deployment, as well as service and support.

Mr. John Suffolk, Chief Information Officer for the Government of the United Kingdom. In this role, Mr. Suffolk provides leadership to the IT profession across the wider public sector in the UK; supports public service transformation through the strategic deployment of technology; drives the development of shared services; and acts as the 'face' of UK Government IT both home and abroad.

Visit the SIIA OnDemand Europe Website for biographical information.

OnDemand Europe is the continent's premier event focusing on the development of cloud computing strategies and the challenges of bringing cloud applications to market. The conference attracts leaders from independent software vendors (ISVs), SaaS, Web, and enterprise companies, along with industry analysts, venture capitalists and media. More than 50 experts will offer their knowledge to 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 connect with other SaaS/cloud executives and potential partners.

"OnDemand Europe exists to bring together leaders in the advancement of cloud computing on a global scale," noted Rhianna Collier, Director of the SIIA Software Division. "We are pleased to have Mr. Lorenz and Mr. Suffolk as our keynote speakers. Their experience and insights will significantly enhance the value of the conference."

For more information about the conference, visit www.ondemandeurope.net.

Requests for media access may be submitted online or may be directed to Beth Dozier at bethdozier@rational360.com or +1.202.429.1833.

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.