Software & Information Industry Association
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SIIA

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*

SIIA Publishes Video Interviews with Software Industry Leaders

Video clips offer brief insights into the business issues of cloud, mobile computing

WASHINGTON, D.C. (December 7, 2010) – The Software and Information Industry Association (SIIA), the principal trade association for the software and digital content industries, has unveiled a series of video interviews highlighting the key trends and challenges in cloud and mobile computing. The interviews were developed in conjunction with the OnDemand Europe and All About Mobile conferences – two key software industry events recently hosted by SIIA. The interviews are available on the websites for each conference, as indicated below.

SIIA OnDemand Europe
Held October 18-20 in London, this event brought together leaders in cloud computing from across Europe to discuss business opportunities and market trends. Video interviews, keynotes and other presentations are available on the OnDemand Europe website. Interview subjects are:

"Integrating with the Cloud: Guidelines and Challenges"
Ezio Armando, Master Technology Architect, Accenture

"Unique European Challenges for SaaS Providers"
Tom Fisher, CIO and VP of Cloud Computing, SuccessFactors
William Harmer III, VP of Security and CSO, SuccessFactors

"Software Monetization in the Cloud -- Navigating the Top 5 'Cloud-blocks'"
Chris Holland, VP of Software Rights Management BU, SafeNet, Inc.

"Putting the Back Office in Front"
Jeremy Roche, President and CEO, FinancialForce.com

"The Cloud Platform Imperative - Three Innovations Entrepreneurs are Using to Build Their Business"
Polly Sumner, President, Global Services and Chief Adoption Officer, salesforce.com

"The Future of Applications"
Mark Symonds, President and CEO, Plex Systems

SIIA All About Mobile
Held November 16-17 in San Jose, California, this event addressed the business challenges of transitioning desktop, network or cloud applications into the mobile environment. Video interviews filmed by DreamSimplicity, keynotes and other presentations are available on the All About Mobile website. Interview subjects are:

"Capitalizing on the Multi-Screen Promise: Flash Platform and the Mobile Enterprise"
Danny Winokur, VP for the Flash Client Platform, Adobe Systems Incorporated

"Internet and Mobile Cloud Monitoring"
Vik Chaudhary, VP of Product Management and Corporate Development, Keynote Systems, Inc.

"Mobile Software Platforms"
Neil Wainwright, Chief Executive Officer, Nexonia, Inc.

"Next Generation Networks Drive Industry Innovation and New Market Generation"
Steve West, VP of Emerging Technology and Media, Alcatel Lucent/ngConnect

"Providing Seamless Mobile Support to Next Generation Consumers"
David Fulton, Product Manager, Web Experience COE, RightNow

"Taking Analytics Mobile for a Roaming Competitive Differentiator"
Tom Wainwright, Director of OEM Alliances, Western Region, QlikView

"Transitioning to Mobile"
Jason Prater, Director of Development. Plex Systems

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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