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Media Advisory

For Immediate Release
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Europe's Premier Software as a Service Conference Will Feature Keynotes from Google, Netsuite and SAP Executives

SIIA's OnDemand Europe Will Help SaaS Leaders Maximize Growth During a Slow Economy; June 9-10 in Amsterdam

WASHINGTON, DC (May 7, 2008) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced its third annual OnDemand Europe Conference in Amsterdam, 9-10 June. OnDemand Europe is the software industry's premier, most comprehensive European conference devoted to enabling and delivering Software as a Service (SaaS). This year, the conference will focus on helping SaaS businesses survive and thrive in the global recession.

OnDemand Europe will offer valuable advice for everyone involved in the on-demand marketplace. More than 50 prominent industry leaders and executives will deliver strategies to grow and expand SaaS businesses in today's economic climate and maximize growth, profits and shares. Keynote speakers include:

- **Jesper Frederiksen, Head of Google Enterprise**
- **Zach Nelson, President and CEO, NetSuite**
- **John Wookey, Executive Vice President, SAP**

SAP executive, John Wookey will walk through his perspective on where the world of Enterprise Software is headed, putting OnDemand into the context of the enterprise world. Panels and presentations will also highlight Cloud Computing strategies and help software developers capitalize on the last great market for new business applications.

For more information or to register for the conference, media should contact Beth Dozier at +1 202-429-1833 or bethdozier@rational360.com. Members of the media may also register online at: www.siia.net/ondemand/2008/press_apply.asp.

WHO: **Software & Information Industry Association (SIIA)**
WHAT: **2009 SIIA OnDemand Europe**
WHEN: **9 – 10 June 2009**
WHERE: **Hilton Amsterdam, Apollolaan 138, 1077 BG Amsterdam**

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 500 leading software and information companies. For further information, visit www.siia.net.

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