

SOFTWARE BUSINESS 2009

Success Strategies for ISVs,
Software and SaaS Companies

September 29th-30th, San Diego

SoftwareBusinessOnline.com

2009

DISCOVER MARKET OPPORTUNITIES

LEARN GROWTH STRATEGIES

IMPROVE MARKETING MESSAGES

Presentations from Industry Experts Including:



Andy Johnson
W3i



Regev Yativ
Magic Software



David Fritz
Growth Solutions L.L.C.



William Soward
Adaptive Planning



Gary Parker
BakBone Software

Register Online at www.SoftwareBusinessOnline.com

Software Business 2009



Software Business 2009, September 29th-30th in San Diego, is designed to focus on current strategic business, financial and technology issues and growth opportunities facing executives and managers of ISVs, software and SaaS companies.

This two day conference serves owners, chief executives, presidents, vice presidents and division directors or department managers of leading and fast-growing software companies, located throughout North America, who are conducting business domestically and worldwide.

ISV executives and managers are coming to Software Business 2009 to learn from industry leaders and insiders, network with partners and develop their strategies and processes to grow in today's software market. Make your plans today to join the leading SaaS and software companies at the premier event for the software industry.

Presentation topics include market trends and opportunities, financing and licensing to marketing, growth opportunities and technology developments. The event will be organized to provide numerous opportunities for networking including refreshment and networking breaks, discussion sessions, daily luncheons and a cocktail reception.

Hotel Information

Software Business 2009 will be held at the Hilton La Jolla Torrey Pines Hotel. Mention Webcom Communications when reserving (Group Code: WCC). A special discount rate of \$199 is available until September 21 for attendees.

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La Jolla, Calif. 92037
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Contact Us

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Exhibit/Sponsorship: Jessi Albers at 720-528-3770 ext 124 or jessia@infowebcom.com.
Program: Shannon Given at 720-528-3770 ext 104 or shannong@infowebcom.com.



Our Commitment to You

Whether this is your first time participating at the Software Business conferences, or if you have attended in the past, the 2009 event will provide you with the most up-to-date developments and strategies in the software and SaaS market.

- Learn first-hand the latest strategies for success in the software business from top executives.
- Network with key executives and managers from leading SaaS and software companies engaged in a variety of markets.
- Learn new marketing and sales strategies for SaaS and software companies.
- Find the best revenue models for licensing, services, e-business and online sales of your offerings.
- Hear market and growth opportunities for SaaS and software companies.

Conference Program

Monday, September 28th

Pre-Conference Workshops

9:00 - 5:00

AirTight Management is a Standard for Professional Management Systems Best Practices

Less than 1 in 100 companies will grow to \$10,000,000 in sales or more. When they do most founders will be replaced by "professional" CEOs and others by investors or boards. Sometimes even by the choice of the founder who realizes he or she has outgrown their experience level. This is because the skills to run and grow a company once it reaches several million dollars are very different than the skills to get it there. Even though these skills can be learned they are not easy to learn on the job. C-Level Enterprises, Inc. guarantees that AirTight Management practices will greatly improve your company from both a strategic and operational (execution) perspective.

Presented by: Bob Norton, President, C-Level Enterprises, Inc.
Registration: \$795

1:00 pm - 5:00 pm

Building Value for a M&A Exit

Given the current worldwide economic turmoil, many firms have been forced to rethink their exit options. We'll examine the dynamics of the current M&A market for software and IT companies, and how both strategic and financial buyers have adjusted their models for acquisition of smaller software firms. We'll also examine trends in the M&A market, valuation metrics, evolving deal structures and how you as a seller can position for maximum value.

This is a must-attend session for anyone serious about taking advantage of today's M&A market or building a software or IT company for an eventual M&A exit.

Presented by: Ward Carter, President • Corum Group
Registration: Free; pre-registration required.

Tuesday, September 29th

7:00 **Registration Opens & Networking Breakfast**

8:00 **Welcome and Introductions**

8:05 **Keynote Panel**

Market Trends and Opportunities

In current economic times, it is essential to stay informed on where growth opportunities are in the software industry, as well as the factors that are impacting this growth. This panel of leading industry insiders will discuss the latest industry trends and the attributes of software businesses that are thriving in the current environment. The panel will also explore how software companies can use current industry and economic dynamics to their advantage.

Tate Holt, CEO • WorkingPoint

Lars Leckie, Principal • Hummer Winblad Venture Partners

John McCormack, President • Websense, Inc.

Moderated by Sumeet Jain, Senior Associate • CMEA Capital

9:10 **Featured Presentation**

Creating Value in Your SaaS Company for a Successful M&A Exit

View a detailed look at the current M&A market for SaaS companies, analyzing where and why the deals are getting done and who the buyers are. Understand what you as a software entrepreneur can be doing now to properly prepare your company for an eventual M&A exit. Learn what buyers value and how you can position yourself to attract the right acquirer, plus identify pitfalls that can cause buyers to avoid you. We'll talk about the importance of timing, and how to recognize when the time is right for an exit. Includes latest update on SaaS and software M&A valuations and what you can expect in transaction structure.

Ward Carter, President • Corum Group

10:00 **Networking Break**

10:40

SaaS in the Recession: Don't Just Survive, Thrive

Much has been made of how the SaaS marketplace will benefit from this recession. Look to the lessons of past downturns, and you'll find something consistent about the companies that came through strongly. They all stuck to their knitting, found new markets and made it easy. Richard Dym will discuss these mantras as well as his experiences successfully managing through recessions in this session.

Richard Dym, CMO • OpSource

Messaging Platform as a Service – Email, Mobile, Social and Sites Within Your Platform

How can you effectively add permission-based marketing such as email, text, voice or social into your product mix with minimal effort? The impact of adding new products that touch the end customer with one to one messaging can easily become too intensive for product teams to build and back-end systems to handle. Learn how to effectively enhance your product mix using email, text, landing pages or social applications by integrating ExactTarget into your platform. Find out why so many ISVs, Social Networks, and large-scale senders are using ExactTarget to manage mass commercial and transactional messaging.

Bryan Wade, Director of Channel Partnerships • ExactTarget



11:20

Voice-Powered Software: Key Practices for Adding Voice Features to Business Applications

The power of voice is transforming business software and services as vendors strive to roll out new innovations, such as next-generation voice features such as click-to-call, click-to-connect and even automatic call transcription, to compete in today's economic environment. Therefore, several Voice-2.0 development platforms have emerged. This session will provide the qualification criteria for Voice 2.0 platforms and use real-world examples to highlight best practices for adding voice to business applications.

Haydar Haba, Founder • IntelePeer

Why SaaS Shines in an Age of Uncertainty And Risk

Software as a Service continues to gain strength. Gartner recently predicted the SaaS market will grow 27 percent to \$6.4 billion despite a deteriorating economy. Numerous unfair advantages continue to swing the pendulum toward SaaS including lower cost, faster deployment speed, greater transparency, ease of use, accountability to customers and product innovation. Hear how the SaaS model differentiates itself from traditional software by profoundly changing the way people work and companies operate.

William Soward, President & CEO • Adaptive Planning

12:00

How Branded iPhone Applications Can Increase Your Audience Size and Produce Revenue

With more than 30 million iPhone OS devices having been sold and over 800 million applications having been downloaded, your company can't afford to miss reaching out to this huge and growing user base. iPhone apps give you a new way to grow audience and advertising revenue through content syndication. We'll explore case studies of successful iPhone application roll-outs, end-user response and the readership, revenue and brand extension benefits to the company who launched it. We'll also address best practices associated with launching an iPhone application including how best to market and monetize them.

Walker Fenton, General Manager, Media & Data Service Products • NewsGator Technologies

Securing Funding for SaaS Despite the Downturn

Today, startups are using the SaaS model to deliver functionality to market quickly and take friction out of the sales process. This model, however, presents new hurdles: investor risk perceptions around capital efficiency. In light of today's economic downturn it is pertinent that new SaaS companies find ways to make their business models appealing to venture capitalists. Funding has become limited for new startups, but it is still available. David Feinleib will discuss the models and mindsets startups must have to achieve capital efficiency and overcome the challenge of securing funding that has been created by the recession.

David Feinleib, General Partner • Mohr Davidow Ventures

12:30 Networking Lunch

1:30

Tap Unconventional Methods for Revenue Recovery and Growth in 2009

Are you losing revenue at the hands of software pirates? Are unlicensed users draining resources and bruising your bottom line? Research shows that the number of license infringements has increased as corporate budgets have shrunk over the past 12 months. These users represent a strong target market: they've already made the decision that they need your software, it's up to you to convert them to paying customers and recover lost revenue. This session will prepare you to tackle the challenge of piracy and learn which steps to take along your path of revenue recovery.

Victor DeMarines, Vice President, Products • V.i. Lab

Protecting and Recovering Data in a Virtualized Environment

While protecting data in a virtualized environment can improve business continuity and offer better data protection, it can also present some unique challenges. Because virtualization condenses complete systems into a small set of files, complete protection of all these elements can be achieved with a single set of processes and tools designed specifically for virtual environments. Alternatively, the VMware virtual infrastructure lets you use your existing backup tools and methodologies in a virtual environment. Peter Eicher will discuss techniques for fast and efficient virtual to virtual and physical to virtual restoration for both every day data protection and recovery from disaster.

Fadi Albatal, VP of Product Marketing • FalconStor Software

2:10

Achieving Efficiency and Innovation Through Modernization

Core to the success of any IT department is the ability to service existing operations while remaining modern and responding to changing business requirements. In today's tight economic climate, it is crucial that companies adopt a "more for less" strategy when it comes to IT investments and innovation. This session will address how to leverage modernization strategies such as SOA and cloud computing that will allow IT departments to optimize the value of their IT assets, continue to drive efficiency and innovation and develop flexible environments to prepare the company for future growth.

Mark Haynie, CTO of Application Modernization • Micro Focus

The Challenges and Solutions in Developing Software Applications for Secure Environments

The presentation will focus on software development challenges in the ever changing regulatory environment of credit card processing applications. It will provide insight into the vertical as well as a general overview of difficulties and coping strategies.

Paul Sabella, President and CEO • CHARGE Anywhere

2:45 Networking Break

3:15

When the Going Gets Tough...Strategies to Thrive

Senior management of software companies are faced with numerous challenges in the present economic downturn. In this session Shishir Danani does a reality check of the tough business conditions that the software companies are coming to terms with. He shares and discusses key strategies that the executive management teams can leverage during these times to become more competitive to thrive, ensuring perpetual success of their companies.

Shishir Danani, CEO • Ideavate Solutions

Migrating Customers from an In-House Supported Application to a SaaS Model and Retaining Customers in the Process

The transition from supporting an intranet product to a SaaS business model required an entirely different way of creating value for the customer in terms of support and on-going customer care. Learn from our journey: how we defined our product value proposition as a SaaS, what steps we took to technically migrate our customers data, educate, communicate and engage our customers in "wanting" to migrate to a SaaS model, and then implementing the transition process. Hear some tips on things that worked and avoiding some of the pitfalls we experienced.

Karla Norwood, President • Connections Online

David Freeman, VP of Sales and Marketing • Connections Online

3:55

Strategic Market Analysis in Tight Times – Doing More with Less

This presentation will use a very recent survey of 300 product management and marketing managers to learn how they cope with making good product and messaging decisions in the current environment of reduced budget and staff. We will see what product lifecycle functions they trimmed (and did not trim), understand how they are doing more with less, hear lessons learned and find out how some are actually taking advantage of this period of economic stress.

*Gary Parker, Senior Product Marketing Manager
BakBone Software*

Getting the Most Out of SaaS with Integration as A Service

The transition to Cloud computing is accelerating due to the economic downturn; CIOs are realizing that they can increase operational efficacy and cut IT capital expenditures by implementing Cloud based solutions. While the Cloud offers great value with its low cost of implementation and ease of use, the use of Integration as a Service (IaaS) to connect SaaS applications with other on-demand applications and on-premise software unlocks much greater potential for Cloud ISVs and their customers. Discover how IaaS is helping SaaS application providers solve the challenges of selling into the enterprise.

*Chandar Pattabhiram, VP,
Product & Channel Marketing • Cast Iron*

4:30 Cocktail Reception

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Supporting Organization



Wednesday, September 30th

8:00 Keynote Panel

Doing It All Yourself? The Value of OEM Partnerships

In the fast paced world of software, small to medium size companies may find themselves struggling to build every aspect of their products themselves. Development and maintenance expense, integration issues and opportunity costs can eventually eat into profit margins and competitive advantage in the marketplace. The best OEM partners can become a virtual development arm and sales channel for your company. Regardless of whether your solution is on-premise or SaaS, an OEM partner can provide you with a best of breed solution that will free your company to focus exclusively on your domain concerns. Please join us for an open discussion of the key value propositions that an OEM partnership can bring to your company.

*Bob Mahoney, Area VP National OEM/ISV Sales • Oracle
Dennis Hall, Strategic Business Dev. Manager • ExactTarget
Colin Mahony, Senior Director of
Business Development • Vertica Systems
Barry Mattingly, Senior Partner • Corrao Group
Moderated by Kevin Meldorf,
Director of OEM and Partner Programs • Visual Mining*

9:00 Featured Presentation

Does Your Sales Organization Measure Up? Sales Benchmarks from the World's Best Software Sales Forces

In the world of sales it's all about the numbers. In this session, Growth Solutions will take you beyond quota by sharing key metrics, and industry benchmarks used to evaluate sales effectiveness. Growth Solutions recently collected key metrics in small and mid-sized software sales organizations. The results are sliced for both on-premise and SaaS software companies. See how you measure up. For executives looking to pinpoint sales productivity and find opportunities to improve, this is a must-see fact-filled session.

*David Fritz, President • Growth Solutions L.L.C.
Jim Triandiflou, Principal • Growth Solutions L.L.C.*

10:00 Networking Break

10:30

Going Global: Software in the Age of Zero - Making Money in International Markets Even When People Expect Everything in Zero Time, Zero Space, Zero Dollars

As the recession continues to bite into IT budgets across the globe, businesses of all types are being forced to do more with less. The slow economy gives SaaS vendors the opportunity to showcase their lower prices, ease-of-use and simple implementation. This presentation will identify and discuss the varying options for development including SaaS Enabled Application Platforms (SEAP), Platforms as a Service (PaaS) and Infrastructure as a Service (IaaS) so organizations can cost-effectively develop RIA and SaaS-based applications while allowing their users to continue using and adapting their current application portfolio investments to the fullest.

Regev Yativ, President and CEO • Magic Software

11:10

What's Moving Software Buyers?

In the current market, selling software is tougher than ever. Faced with tighter budgets and lower headcounts, IT buyers are flirting with open source, embracing Software as a Service, and looking to squeeze ISVs on pricing. What's in buyers' heads? What will motivate them to open their wallets? What are the broad trends, and how do you apply them to your situation? Is there a magic bullet, a new sales strategy that will woo and win even financially pressed buyers? Start where your buyer starts: in IT, in a line of business unit or in the CFO's office. Here's what's working and what's not.

Tim Clark, Partner and Senior Analyst • The FactPoint Group

SaaS Project Collaboration for SMB's to The Enterprise

Today's business environment is constantly changing, altering the way people manage business. The SaaS platform is ideal for these changes because it enables network-based, multi-dimensional collaboration that is needed in project management. By understanding how project management needs adapt to today's technology, teams are able to successfully implement projects by gaining a competitive edge to managing processes. Such tools will replace traditional desktop project management tools that do not support a notion of team collaboration. This session explores how emerging Web 2.0 innovations are changing the way people collaborate across functions and locations within their projects.

Guy Shani, Vice President of Sales • Clarizen

11:50

So You Have Software, Now What? How to Make Money and Increase Distribution

Many applications start with someone passionate about technology looking for a better way to accomplish something online. They love to build the application but hate to market, frequently giving their applications away for free. Hear about various business models as well as a W3i's unique, download network. Making money allows you to keep creating applications that enrich people's lives. To date over 200 million applications were installed benefiting the network.

Andy Johnson, CEO • W3i

Delivering Applications In a SaaS Model: Best Practices and What You Need to Know About SaaS Platforms

By 2010 Gartner predicts that 30 percent of all new software will be delivered thru a SaaS model. Attend this session to learn what you need to know about SaaS platforms to deliver your applications successfully. Hear how Accrisoft, a SaaS company that delivers over 70 different applications (i.e. billing, memberships, social media and more) overcame common challenges including security, scalability, availability and cost containment to successfully deliver their applications to SMB customers. Specifically, you will learn: business elements of a SaaS model, deployment and architecture models, key considerations in evaluating platform options and how to economically provide high quality service.

*Jeff Kline, President and CEO • Accrisoft Corp.
Scott Flinders, Senior Product Manager • Verio, Inc.*

12:30 Networking Lunch

1:30

High Performance Distribution Channels: How to Create, Manage and Grow High-Performance Reseller Channels

Why are some companies highly successful using third-party channels . . . while others aren't? Join us for "Channels 101" and learn the framework for developing, deploying and managing reseller channels. Greg will highlight the key activities and success factors that contribute to sustained channel performance. You'll discover the pros and cons of using a third-party sales channel versus a direct organization; the differences between the most common channel models, including: referral, agent, VAR, distributor and OEM; and the four phases of conceiving and enabling a successful sales channel, along with the key activities associated with each phase.

Greg Nutter, Principal • Soloquent, Inc.

2:10

Seven Strategies for Growing your Software Business in Challenging Times

Today's software publishers are facing the most difficult business climate in decades. To survive this crunch, most publishers are tightening budgets and operations with an eye toward realizing efficiencies wherever possible. But, is it also possible to thrive and grow during these tough times? You bet! Join SafeNet as we explore ways software publishers are coping with the challenge of growing revenues and reducing costs during these turbulent times. Attend this session and you'll learn seven practical business growth strategies, including proven methods to reduce operational costs and sure-fire ways to increase your software revenue.

Chris Holland, Vice President of Software Rights Management Division • SafeNet

2:45 Conclusion of Conference

Registration Information

Two Day Pass - Provides access to both days of the conference. Includes all networking and expo activities and reception.

	(1 person)	(2 people)	(3 people)
Register after 8/6:	\$895	\$795	\$695

Single Day Pass - Provides access to either one of the individual days of the conference.

Register after 8/6: \$595

Half Day Pass - Provides access to half of either one of the individual days of the conference.

Registration: \$295

Federal Pass - Discounted rate for Federal, State, County and local entities, including military.

Register after 8/6: \$595

Expo Only Pass - Provides access to the exhibit area only. Exhibit Only Pass does NOT include conference CD-ROM, admittance to conference sessions or food/beverage.

Expo Only Pass: \$50

Pre Conference Workshops: See page 3 for pricing information.

Ways to Register

By Phone: 800-803-9488

By Web: www.softwarebusinessonline.com

Cancellation policy:

To receive consideration, all cancellations must be received in writing. Upon receipt, a refund or credit will be issued towards a future event produced by Webcom Communications, less a 25 percent administrative fee. (Cancellations which do not indicate preference will be issued credit.) No refunds will be issued within two (2) weeks of the event. Webcom Communications, Corp. will not be held responsible for cancellations or delays in programming due to acts of God, war, government disorder, curtailment of transportation facilities, or other emergency making it inadvisable, illegal or impossible to hold the meeting.

Exhibitor & Registration Information



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Exhibiting at Software Business 2009 provides:

- Exceptional technical programs combined with convenient exhibition and networking events
- Qualified delegates looking to do business
- Rare opportunity to network with top industry executives in an intimate and comfortable atmosphere conducive to doing business

New to Software Business 2009: TechTrack

Exhibitors have the opportunity to upgrade their participation and showcase their products and technology with a 15 minute speaking session during a special track during the conference.

Contact Jessi Albers at 720-528-3770 ext. 124 or jessia@infowebcom.com for more information on exhibitor and sponsorship packages.