

THE SOFTWARE BUSINESS 2008 CONFERENCE

Conference and Workshops for Executives and Managers of Software and SaaS Companies

Oct 30-31 ■ Marriott San Francisco

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Software Business 2008 will focus on current strategic business, financial and technology issues and growth opportunities facing executives and managers of software companies. This two-day conference, October 30-31 in San Francisco, serves owners, chief executives, presidents, vice presidents, division directors and 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 2008 to learn from the best of breed companies, network with partners and develop their strategy and processes to grow in today's software market. Make your plans today to join more than 200 large, mid-sized and small software companies at the premier event for the software industry.

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 2008 event will provide you with the most up-to-date developments and strategies in the software market.

- Learn first-hand the latest strategies for success in the software business from top executives, pros and analysts
- Gain authoritative insight from top financial analysts and investment bankers on software company M&A activity and company financings
- Find out how to turn the latest technology developments into new business and improved performance for your company
- Network with key executives and managers from leading software companies engaged in a variety of markets
- Learn exciting new marketing and sales strategies for software companies
- Find out the best revenue models for licensing, services, e-business and online sales of your software offerings
- Hear about hot new markets and growth opportunities for software companies
- Learn new ways to build your franchise, and protect it

Exciting for 2008

- Venture Capitalists Investment and CEO Panels
- Product Demonstrations in the Exhibit Hall
- Exceptional Pre-Conference Workshops
- New Developments in SaaS
- Roundtable Networking Luncheon

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Pre-Conference Workshops

Selling Up Selling Out

Presented by Ward Carter, President, Corum Group

When: October 29th, 9:00 am to 12:00 pm

Cost: Free to Software Business 2008 Full Conference Registrants
\$95 for non-Software Business 2008 Full Conference Registrants

Are you thinking about an exit strategy that takes advantage of today's active M&A market and nets you what you deserve for your company? Then you should attend this special three hour mini session of the one day Selling Up Selling Out M&A conference for software & IT executives. Attendees will learn how to position, prepare, value, negotiate and execute an M&A transaction for maximum value, and how to weave through the SOX due diligence minefield and not be one of the many M&A casualties. You will receive a complimentary pass to an upcoming full-day Selling Up Selling Out conference, a \$495 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.

Straight Facts on How to Leverage the IT Channel

Presented by Robert Cohen, President, Integrated mar.com Corp.

When: October 29th, 1:00 pm to 5:00 pm

Cost: \$295 when registering after September 26th

This interactive workshop takes you through the strengths and weaknesses as well as the myths and realities of the Channel. Focusing on what you need to do to leverage the Channel's relationships, technical expertise and passion to dramatically grow your sales, this interactive seminar will cover:

- Straight Facts on What the Channel can and Cannot do for You
- Profiling: Why, Where to Start, How to Use
- Grass Roots Methods to Inexpensively Test the Channel
- Understanding of the Unique Relationship Channel Members Have with Their Customers
- Overview of the Channel Sales Cycle

At-a-Glance Schedule

Wednesday, October 29th

9:00 Pre Conference Workshops

1:00 Pre-Conference Workshops

Thursday, October 30th

8:00 Welcome and Introductions

Keynote Sessions

10:00 Networking Break

Exhibit Hall Opens

10:45 General Sessions

12:30 Networking Luncheon

1:30 General Sessions

3:00 Networking Break

3:30 General Sessions

4:30 Keynote Session

5:15 Cocktail Reception

Friday, October 31st

8:00 Keynote Sessions

10:00 Networking Break

10:45 General Sessions

12:00 Networking Luncheon

1:00 General Sessions

2:45 Conclusion of Conference



Pre-Conference Workshops



Managing Offshore Projects: Achieving Success Despite Challenges
Presented by M. M. Sathyanarayan, President, Global Development Consulting, Inc.

When: October 29th, 9:00 am to 4:30 pm

Cost: \$750 when registering before August 29th
\$795 when registering after August 29th

Offshoring has become an accepted business practice in most companies. Management and staff are now expected to work with teams in various parts of the world. Those new to offshoring face the challenge of how to quickly acquire offshoring skills necessary to continue to be successful in their own jobs. Those already involved in offshoring for a while find it difficult to keep up with best practices that continue to change because of the rapidly changing offshoring landscape.

Based on research spanning more than a decade and lessons learned during a range of implementations, this training course will provide you the tools to address challenges and achieve offshoring success. Developed by internationally recognized pioneer, expert, author and consultant in offshoring, M. M. "Sath" Sathyanarayan, president, Global Development Consulting, Inc., this course will guide you safely, step by practical step, through the sometimes mysterious waters of offshoring. Packed with real-world case studies and hard-earned experience, you will learn what you need to be successful. Whether you are just starting out or have been engaged in offshoring for some time, you will benefit from this course.

The Management and Leadership Systems Needed to Scale
Presented by Bob Norton, President, C-Level Enterprises, Inc.

When: October 29th, 9:00 to 5:00

Cost: \$670 when registering before September 26th
\$795 when registering after September 26th

This workshop is designed for CEOs and senior executives of small software companies that want to grow into large companies. Bob Norton is the creator of The CEO Boot Camp. Attendees have been very pleased and now he offers an abbreviated version with just the best practices needed to grow beyond 15 to 25 employees to 50, 100 and more. You will learn about the natural stages of business development and how your management style must shift from raw entrepreneurship to professional management as your company grows. Accelerate your business, develop your next steps plan with practical "How to" information and roadmaps.

Agenda

- Introduction with Some Psychological Principles of Business Growth and Success
- Developing Your Corporate Vision - Eleven Necessary Elements for Success
- Competitive Strategy Process - Tools for Strategy and Positioning
- Building Your Management Team to Scale - The 20 Skills a Rapid Growth Company Needs
- Six Management Systems Needed to Scale - Best Practices for Rapid Growth
- Best Practices to be a Leader, Not Just a Manager
- Defining Your Target Market Better for Lower Cost Marketing and Higher Sales Closing Ratios
- Innovation and Risk Mitigation



Thursday, October 30th

7:00 Registration Opens

8:00 Welcome and Introductions

8:05 Keynote Presentation

Is Hardware the Future of Software?

Hardware was originally the dominant element of computing. As the process of building technologies improved, the focus shifted to software and applications. Today's computing has become such an intrinsic part of the business fabric that IT is close to reach a utility status. From the ability to build platforms to the ability to develop software applications, the focus is going to shift again, this time to the cost of resources used to deliver and support business services. We see new models of delivering IT services, from cloud computing to software as a service. Through these new models, we tend to more and more standardize IT services to avoid the cost of building and supporting them. As the price of hardware continues to decline, the ultimate evolution of IT may be a revival of the hardware/software bundle, but in the reverse order where hardware becomes a dedicated container for the application: application or process oriented machines that can plug and play on the enterprise application bus.

Jean-Pierre Garbani, Vice President, Principal Analyst • Forrester Research, Inc.

9:00 Keynote Presentation

Winning Strategies for the Increasingly Competitive Software Industry

Being competitive is becoming increasingly challenging in today's software industry. Today, software companies are faced with continuous market disruption, more complex customer demands and dramatic changes to their core businesses, resulting in the need for fundamental changes to their traditional business and operating models. This panel will discuss how software companies are responding to fundamental shifts in the industry. From the perspectives of panelists in executive positions in sales/marketing, operations and human resources at leading software companies, this panel will discuss new pricing and licensing, talent, operational and other requirements to support new business models; the biggest hurdles and competitive challenges; and how to find success around these challenges. Attendees will benefit by understanding the short- and long-term actions software companies are taking to improve the way their business models address the change to software as a service.

RJ Vissers, VP, Office of Pricing and Licensing • Symantec

Matt Thompson, SVP, WW Field Operations • Adobe, Inc.

Bobby Napiltonia, SVP, WW Channels and Alliances • Salesforce.com

Robert Shimp, Group VP, Global Technology Business Unit • Oracle

Moderated by John Ciacchella, Principal • Deloitte Consulting LLP

10:00 Networking Break, Exhibit Hall Opens

10:30 QlikView Product Demonstration in Exhibit Hall

10:45

Overcoming the Organizational Barriers to Transforming Your Software Business into an On-Demand Company

Changing customer needs, escalating competitive challenges and intensifying economic pressures are forcing established software companies to fundamentally re-think their business models. Moving from a traditional on-premise product to an on-demand services business entails more than just overcoming a specific set of technical requirements. The biggest obstacles to successfully achieving this migration process are a series of internal operational and organizational issues. This session will examine how established software companies are overcoming these barriers and identify the critical steps to success.

Jeffrey M. Kaplan, Managing Director • THINKstrategies, Inc.

Jean-Pierre Garbani serves Vendor Strategy professionals. He has acquired several decades of experience as an IT technology designer and marketer as well as a client of IT technology. He has broad experience in designing advanced technology solutions in industrial and commercial applications and bringing them to market.



John Ciacchella leads the High Technology Industry Practice for Deloitte Consulting in the US. His 20-plus year career as a technology advisor combines his considerable tenure in the consulting arena with eight-plus years of direct industry experience in the semiconductor and electronics industry, where he held key positions in marketing, R&D and manufacturing.



Bobby Napiltonia is the SVP, WW Channels and Alliances at Salesforce.com. He was previously the vice president and general manager of worldwide channels and alliances for BEA Systems, Inc. At BEA, Napiltonia directed strategy and business models for the company's worldwide alliance partners.



Robert Shimp is Group Vice President of the Global Technology Business Unit for Oracle. He is responsible for various global sales support and product marketing functions for Oracle's Database, Fusion Middleware, Enterprise Manager, Linux and other product lines.



Jeff Kaplan is the founder and managing director of THINKstrategies, a strategic consulting firm that helps IT enterprise decision-makers with their sourcing strategies, solution providers with their marketing strategies and venture firms with their investment strategies. Kaplan is also the founder of the Managed Service Showplace and Software-as-a-Service (SaaS) Showplace free, online directories.

Program



Mark Jensen, a partner and national director of Deloitte & Touche LLP's Venture Capital Services Group, focuses on both venture capital firms and venture-backed companies. He is well known in

the technology and VC industries and has more than 30 years of experience.

George Hoyem is a Managing Director with Blueprint Ventures. George brings more than 20 years of entrepreneurial, operations and venture experience in high technology companies. He has backed, supported, and served on the boards of over a dozen emerging technology companies.

Saad Kahn joined CMEA Ventures in 2007 as a Partner and is focusing on the firm's software investments. Currently, Saad sits on the board of directors for CMEA portfolio company Jobvite, a company that developed an on-demand recruitment application to drive and manage talent acquisition for small to mid-sized enterprises.



Colleen Smith is vice president, Software as a Service at Progress Software Corp., a global supplier of software technology and services for developing, deploying, integrating and managing

business solutions. In this role, she develops key strategies and business opportunities for Progress around all of the firms' SaaS Channel and business initiatives.



Billy Marshall is founder and CEO of rPath. Prior to founding rPath, Billy served as Red Hat's vice president of North America Sales from 2001 until 2005. Under his leadership, Red Hat's enterprise

business experienced extraordinary growth.



Guy Smith is the chief consultant for Silicon Strategies Marketing. Guy brings a combination of technical, managerial and marketing experience to Silicon Strategies projects.

Directly and as a consultant, Guy has worked with a variety of technology-producing organizations.

Getting the Best Bang for Your Buck in a SaaS World: SaaS Environment Choices and Economics

In the on-premise world, ISVs tend to be environment-agnostic due to end-user requirements to support many configurations and technologies. With a move to SaaS, ISVs can shift to an environment-centric approach, reducing architectural complexities and enjoying associated economies. Yet, with the availability of different technology stacks including Open Source as well as emerging Platform-as-a-Service environments, what are the considerations and related economic impact of choices made? This presentation will examine the different options, factors, and economies to consider in moving to an environment-centric model.

Feza Pamir, SaaS Practice Director • CSC Global Business Solutions

Developing the Capabilities of Channel Partners

Vendors are turning to their channel partners as a means of accelerating sales and reaching markets that the vendors are otherwise unable to reach. But without some investment on behalf of the vendor to develop capabilities in the partners, channel partners rarely perform to the level vendors hope. The good news is that there are some best practices from which vendors can learn. Some vendors have learned how to invest wisely in their partners to maximize returns. By investing wisely in the development of your channel's capabilities, you can exponentially grow sales and create fanatical customers for your products and services.

William Vanderbilt, Senior Consultant • Channel Enablers

11:25 Featured Presentation

Running for the Exit: What Investors Want to See in Exit Planning

Given all recent activity in the IPO Markets/Financial Markets, exit planning can be a gamble. This panel will examine the challenges and issues related to exit strategies, share inside information on what VCs look for in exit strategies and what exit strategies have worked well for some of their clients.

George Hoyem, Managing Director • Blueprint Ventures

Javier Rojas, Managing Director, US • Kennet Partners

Saad Kahn Partner • CMEA Ventures

Mark Sherman, General Partner • Battery Ventures

Moderated by Mark Jensen, Partner and National Director, Venture Capital Services • Deloitte & Touche LLP

12:30 Networking Luncheon/Roundtable Discussions

1:30

SaaS Evolves Again: Enter Vertical Business Networks

Discover the tremendous opportunity for the small ISV as the IT industry's priority shifts toward vertical market expertise over mere development know-how. As a result, in the next several years, vertical business networks will continue to form and mature, starting as informal relationships among vertical specialists and moving toward formalized hubs and exchanges. In a new era in which large business service providers will bundle small ISVs' offerings together to address customers' needs rather than try to build their own, for the first time, the dominant approach will be that the bigger companies act as channels for the smaller ISVs. With this paradigm shift in mind, this presentation will detail the best strategies for small ISVs in terms of partnership models, customer ownership and infrastructure technologies to employ to address this next phase for the business technology market.

Colleen Smith, Vice President, Software as a Service • Progress Software Corp.

Software/Virtual Appliances: They're Not Just for Enterprise IT

Virtualization and software appliances are not just for enterprise IT. This session for small and mid-sized companies provides insight into a radically simplified way to build, maintain and deploy software appliances. Learn how and why software appliances are built and gain an understanding of the benefits to ISVs and IT departments. Virtualization technology experts will showcase the technology and tools that are available for IT departments

with limited resources. The session's goal is to provide participants with an understanding of the flexibility, security and cost-saving benefits of software appliances while giving them a practical and cost effective plan for implementation.

Billy Marshall, Founder and CEO • rPath

Software Marketing in Troubled Times

Two colliding trends in the software industry will create a financial train wreck in the next few years. With IT budgets shrinking and the complexity of market trends/demands for growing, many software firms will get crushed and vanish. Smart software companies are refocusing their products, delivery and messaging to their customer's "business disciplines." Building a matrix around customer business disciplines and core product values leads to precise promotions that gain traction in each segment where you market your wares. In this presentation, Guy Smith will cover the economic pull-back in the industry, the growing demand for diversified software delivery models, and the core business disciplines that drive buyer motivations.

Guy Smith, Chief Consultant • Silicon Strategies Marketing

2:10

Venture Capitalist Panel – SaaS Steps Up to the Plate

Software as a Service (SaaS) makes up a large component of the software world and continues to gain industry momentum. SaaS businesses are growing at phenomenal rates and changing how professionals think, work and act. Over the past few years, SaaS has taken center stage as demonstrated by the increasing number of investments, exciting new start ups, and the success of new IPOs in the marketplace. However, the industry is still very much in its infancy and opportunities within it remain endless. This panel will discuss the SaaS market: where it is today and where it's headed. VCs experienced in launching successful SaaS startups will lend the audience their experience and know-how and explain their visions of what lies ahead for SaaS technology.

Gordon Ritter, General Partner • Emergence Capital Partners

Jim Watson, Managing Director • CMEA Ventures

Tae Hea Nahm, General Partner • Storm Ventures

New Staffing Models for Leveraging Management Results

Learn formulas for retooling your software company's management talent resources based on proven models used by information technology giants such as Cisco and Wells Fargo. Discover the leading-edge outlook necessary to increase innovation, productivity and ROI through tighter project-based management while preparing your company to capitalize on current and future workforce trends.

Alex Dodd, CEO and President • M Squared Consulting

Application Security for Open Source – The New Frontier

With tight deadlines and minimal budgets, today's developers rely on open source software (OSS) components to provide critical functionality in application development. Such applications, particularly Web-based and externally facing apps, represent a significant opportunity for risk. Many organizations have baseline procedures in place to track OSS use, but these practices miss anywhere from 30 percent to 50 percent of OSS inside mission critical applications. Of that amount, a large percentage is outdated and contains significant vulnerabilities. This session will focus on best business practices for identifying and eliminating undocumented code and ensuring the ongoing integrity and security of application development.

Theresa Bui Friday, Vice President and Co-Founder • Palamida

2:45 **Networking Break**

3:00 **Arxan Product Demonstration in Exhibit Hall**



Gordon Ritter is a founder and general partner of Emergence. He has spent more than 15 years building companies that pioneered new markets including embedded Web-based interfaces, server appliances, "On Demand" services for the SMB market and Web-native application development.

Jim Watson joined CMEA Ventures as Managing Director in 2001. Prior to joining CMEA, Jim was consultant to several professional services firms and venture capital partnerships in the areas of strategic planning and partnering, board development and supply chain management.

Tae Hea Nahm is a founding general partner of Storm Ventures. At Storm, Tae Hea has invested in Airespace Networks, Berkana Wireless, Com2us McubeWorks and OSA Technologies. His investment focus is in wireless, software, semiconductors and East Asia.



Alex Dodd is the CEO and president of M Squared Consulting, a professional services firm with a history of innovation and a recognized leader in providing critical business solutions to clients across all industries. His focus is on building the strong relationships M Squared has with its clients, consultants and employees.

Theresa Bui Friday, co-founder and vice president for Palamida, is responsible for Palamida's positioning, core communications content, go-to-market initiatives and press and analyst relations team. She has more than 12 years expertise in the software industry with a focus on emerging technology.

Rick Sklarin is an expert in developing marketing growth strategies for the mobility and software sectors. He has provided marketing strategy consulting to leading technology companies for more than 20 years.



Michael Gorriarán is a member of the US Enterprise Leadership Team. He is responsible for leading the development and execution of the US Enterprise business plan, as well as leading the national strategic sales, technology and headquarters sales organizations.

Program



Bill Soward is president and CEO of Adaptive Planning. Prior to Adaptive Planning, Bill was an Executive in Residence at Accel Partners. Prior to Accel, he was General Manager of FRS, a business unit of S1 Corp. While at S1, Bill transformed FRS into the company's most successful business unit, more than doubling revenues.

Alex Slusky has been the founder and managing partner of Vector Capital. Prior to Vector, Alex led the technology equity practice at Ziff Brothers Investments, managed venture investments at New Enterprise Associates, consulted at McKinsey & Company. Alex currently serves on the boards of Corel Corp., SafeNet, Inc., Register.com and Watchguard Technologies.



Nabil Freij is president, founder and owner of GlobalVision International, Inc., a Software Localization and Translation specialist since 1996. He is trilingual and holds an MSEE from Brown University and an MBA from Bryant University. Freij has worked for 20 years in the hardware, software and localization industries. He has traveled the world and lived in five countries.



John Gunn is general manager for Aladdin North America and vice president of Global Marketing. He brings more than two decades of industry experience in senior marketing and sales management positions for leading technology companies. John's diverse background includes key contributor roles as executive and entrepreneur at firms that specialized in hosted enterprise solutions, ASIC development, computer peripheral and software engineering and various consumer electronics applications.

3:15

SaaS + OSS: The Business Model of the Future for Enterprise Software

The two most powerful forces shaping enterprise software today are software as a service (SaaS) and open source software (OSS). Previously separate, they are now converging into a powerful "SaaS + OSS" model destined to become the dominant business model for enterprise software. Using case studies, the session will review how vendors can use this model to scale rapidly, use capital efficiently and acquire customers for a low marginal cost. The presentation will also address how the model delivers unprecedented value to end-customers through lower total cost of ownership, higher quality, faster deployments, improved support, enhanced collaboration and greater transparency.

Bill Soward, CEO • Adaptive Planning

Private Equity for Streamlined Cash Flow and Long Term Growth

Every company goes through a business cycle. Startups are fast growing and invest heavily in growth. A mature company facing slowing revenue has to approach things from a different angle and manage for profitability. Pressure from investors to post flowing growth often force company leaders to make poor decisions such as investing more in sales and marketing, launching misguided products or making distracting acquisitions. Alex Slusky will discuss the current landscape of the software industry and illustrate the benefit of private equity for mature companies who need a solution for long term success. Exit solutions discussed will include buyouts, spinouts and take privates. Discover what makes a successful candidate for private equity, what it means for corporate culture of the company involved, in a positive way.

Alex Slusky, Founder and Managing Partner • Vector Capital

Translation Management Systems Benefits During Localization

Translation Management Systems (TMS) are becoming the norm in managing large localization projects. If your company is involved in simultaneous releases of your product into multiple languages and is challenged during the localization period, you need to take a closer look at TMS. This presentation will walk you through the different steps of preparing and starting a localization project using TMS. From the creation of the localization tool kit and defining language requirements, to establishing a comprehensive localization project plan and establishing communication requirements. This presentation will give examples and elaborate how TMS can be used to facilitate all these steps and enhance the localization project experience.

Nabil Freij, President • GlobalVision International, Inc.

Redefining Software DRM: New Tools for Software Sales and Marketing Managers Drive Sales and Reduce Costs

Discover how an advanced software Digital Rights Management (DRM) solution that aligns with a software product's lifecycle can influence your organizational processes, drive future sales and reduce operational costs. Role-based tools place the nexus of power in the hands of the sales and marketing managers, enabling on-the-fly decisions and customized initiatives that look beyond preventing software piracy and illegal use to become business-enabling solutions; providing a competitive edge, increasing sales and accelerating growth. John Gunn examines your new role in software licensing and how an effective software DRM solution can address new organizational needs and challenges.

John Gunn, Vice President, Global Marketing • Aladdin Knowledge Systems

3:55

Selling SaaS Solutions through Affinity Channels – Who’s Your Partner?

SaaS is the next tidal wave of opportunity. You’ve done your homework, measured up the competition, done all the hard technical stuff and have all the pieces and parts in place. But before you jump on the wave, have you decided how to market and sell your solution? Or maybe your sales efforts to date are less than spectacular? Sure, you know who needs it, why they need it, and, based on the competition, how to “price it for success.” But who else lives in your space that might just be the perfect affinity sales partner? How do you identify and create the perfect value proposition to build a successful affinity sales channel? Join us as we expose some of the most unlikely places to discover that perfect affinity sales partner.

Howard Lubert, Managing Partner • SafeHatch, LLC

Aligning Business Models and Technology Architectures: Seven Ways to Make Money with Software

Software and technology companies have two related challenges: creating technical advantage through innovation and architectural advantage and generating revenue from their technology in an increasing competitive marketplace. Discover seven fundamental revenue models for software and SaaS solutions and match them to underlying technical architectures. This insight helps companies invest in the right parts of their business, including product development that will deliver profitability and marketplace advantage.

Luke Hohmann, CEO • Enthiosys

Harnessing the Benefits of Crowd Sourcing Through a Virtual Workforce

Today’s top software companies are increasingly turning to online communities as both a sounding board, and a virtual workforce capable of driving innovation and increased software quality, while reducing development costs and time. TopCoder will share success stories from first-hand experiences working with the Fortune 500, in a discussion of Crowd Sourcing, collaboration and innovation. Discover what it takes to make open source collaboration work as a real business model and how innovation can transform the way work is done, with primary emphasis upon the software development marketplace.

Michael Morris, Sr. Vice President, Software Development • TopCoder

Relationship Marketing 2.0: The Client Acquisition Model for Greater Sales Productivity and Healthier Pipelines

In today’s highly competitive environment, the struggle for software companies to profitably attract and retain customers has never been greater. Software executives can no longer afford to have valuable sales resources dealing with unqualified “hand-raisers”. What’s needed are client acquisition strategies that capture, qualify, filter and nurture those suspects not ready to buy so sales can focus on the most qualified opportunities. The new model, termed Relationship Marketing, employs integrated sales and marketing technologies to streamline the entire client acquisition process and build bigger and healthier pipelines that close more deals. This session will present the market trends and challenges solution providers must overcome to effectively penetrate existing and new markets and meet revenue goals.

Henry Bruce, President • The Rock Annand Group

4:30 Keynote Presentation

Choosing a Managed Hosting Company for Your SaaS Solution: Four Critical Areas to Consider

As SaaS continues to gain in popularity as a new model for delivering software applications, ISVs and SaaS companies are demanding more features and services from their hosting providers to help them meet end-user expectations, control costs, and respond to changing market demands. This session will cover critical areas to consider when selecting a hosting provider for optimal success in creating a flexible, robust and scalable SaaS solution.

Bryan Doerr, Chief Technology Officer • SAVVIS Communications

5:15 Cocktail Reception

Howard Lubert created SafeHatch, a technical and business consultancy that provides technical due diligence services to the VC and private equity community as well as business acceleration services to emerging technology companies. His 32 years of consulting, financial, and technical experience coupled with an entrepreneurial track record keeps him on the cutting edge of Internet and software industry happenings.



Luke Hohmann, Enthiosys’ CEO, is a recognized expert on agile product management of software products and a former senior software product manager at four companies. He is currently a member of the Agile Alliance, having been involved for more than a decade in the Agile community.



Michael Morris is the senior vice president, Software Development, TopCoder. Joining TopCoder Software in 2002 Michael brings a decade of technology experience, across vertical markets, to drive the company’s technology vision, product development and virtual project teams.



Henry Bruce is the founder and president of The Rock Annand Group, a business strategy consulting company that helps software technology companies develop and execute successful go-to-market strategies and programs.



Bryan Doerr Chief Technology Officer at SAVVIS. Bryan provides technology and strategy leadership for network, hosting, and security infrastructure, product development and M&A support. In this role, Bryan identifies new technologies related to IT services, assesses value to SAVVIS and its customers, and leads initial testing and integration.

Program



Brian Turchin is founder and president of Cape Horn Strategies, Inc., a management consultancy and research services firm. Brian, a 30+ year software industry veteran, has helped small software companies grow their businesses. He founded and runs two Software CEO roundtables, one in Long Island and one in Manhattan. In these peer mentoring roundtables, he brings together monthly a group of non-competing software CEOs to discuss critical business issues in a confidential setting.

Ken Bender is the Founder and Managing Director of Software Equity Group. During the past 25 years he has advised, counseled and guided thousands of software entrepreneurs, executives and equity investors worldwide. Industry newsletter Software Success and others have recognized him as "The nation's leading expert in midcap software and internet M&A transactions."



Christopher Cabrera is the founder, president and CEO of Xactly corp. Christopher is a seasoned executive with more than two decades of successful senior management experience at both early-stage and public companies. This experience includes management in sales, marketing, operations and business development. He is an expert on issues related to sales performance management, sales compensation, and enterprise and on-demand delivery models.



Bill Auvil is vice president, Global Customer Services at FrontRange Solutions. Bill manages global customer support, customer care and maintenance renewals for the FrontRange GoldMine and HEAT product lines. He has a wealth of practical management experience and an extensive background in marketing, sales, engineering, and customer services and support.

Friday, October 31st

7:30 **Registration Opens**

8:00 **Keynote Presentation**

CEO Panel: Growth Challenges and Opportunities

Having a challenge growing your business? It's no surprise. At each stage of a company's growth, as you enter new business terrain, whether your revenues are growing at a snail's pace or growing faster than you have ever imagined, there are different landmines awaiting the unsuspecting. From the CEO panelists, learn what they did to successfully navigate their way through the landmines. Learn what strategies they used to grow their business, how to deal with leaders who helped you build your business, but are no longer up to the job and how the challenges they faced changed as their business grew and how they had to change as well to handle these challenges.

Ken Holec, CEO • Jobs2Web

Richard Muirhead, Chairman, CEO and Founder • Tideway

Chetan Saiya, Chairman, CEO and Founder • Assetlink

Moderated by Brian Turchin, President • Cape Horn Strategies, Inc.

9:00 **Keynote Presentation**

M&A Buyers Panel: What We Want and What We'll Pay

Active software company buyers discuss their acquisition criteria and valuation thinking.

Marc Brown, Managing Director, Corporate Development • Microsoft

David Lawee, VP Corporate Development • Google

Alex Lintner, SVP Strategy & Corporate Development • Intuit

Bernie Anzarouth, VP Mergers & Acquisitions • Constellation Software

Moderated by Ken Bender, Managing Director • Software Equity Group, L.L.C.

10:00 **Networking Break, Exhibit Hall Opens**

10:30 **MicroStrategy Product Demonstration in Exhibit Hall**

10:45

From Funding to the Front Lines

For years, Wall Street has had trouble coming around the SaaS way of thinking. But over the past year in particular, we have seen a shift in thinking, as more SaaS-based companies have received funding and, in a few cases, successfully gone through an IPO. The true test comes in taking the invested capital and moving towards a successful and sustainable SaaS model. In this presentation Christopher Cabrera will discuss his experience moving a SaaS start-up from funding to the front lines. In particular, he will address subscription model challenges and approaches, ensuring renewals, compensation-based approach to mutual referrals and integration and why customer success is the paramount issue.

Christopher W. Cabrera, Founder, President and CEO • Xactly Corp.

Lessons Learned: How to Raise Your Customer Happiness Quotient

When it comes to running a software business, a key component to success is maintaining customer satisfaction. But no matter how evolved your company's technology, products and services are, it's likely your customers still have issues and questions about using your offerings or interacting with your company for support. FrontRange Solutions, itself a maker of software to help companies improve customer interactions, was facing a number of customer issues that lasted longer than the company desired. Learn the company's approach and hear practical advice, from how to create a virtual community for customers to who's the right person to lead the effort to address long-standing issues that can be applied across all types of industries to create a true partnership for software companies and their customers.

Bill Auvil, Vice President, Global Customer Services • FrontRange Solutions

Software is a Crash Test Dummy with a 20 Percent Survival Rate

Software today exposes customers to crashes and devastating security breaches, which in-turn eats into software vendor revenues. Academic research and commercial fuzzing tools have revealed that 80 percent of software will crash when tested with negative fuzz testing, a proactive tool for discovering zero-day flaws in enterprise applications, communications software and even consumer products like mobile phones and set-top boxes for IPTV. This session will highlight why traditional security testing methods that use known attacks fail and why proactive testing tools like fuzzing actually expose the bugs that cause software to crash, allowing vendors to proactively identify and fix glitches.

Ari Takanen, Founder and CTO • Codenomicon Ltd.

Predictive Selling: Integrating the Art of Selling with Behavioral Science to Drive Greater Sales Performance

In today's highly competitive environment, software companies are challenged more than ever to gain greater productivity from their sales organization. Yet according to leading experts, selling is the one function that has not been the subject of analysis and process. This session will present market trends and challenges executives must overcome to effectively improve sales performance, how to reduce the sales "churn", the methodologies and technologies needed to successfully implement the predictive selling model and how sales organizations like Oracle, WebEx, Siemens and Right Now Technologies have achieved this. Learn how to use prospect's behavioral attributes to more accurately predict buyer tendencies so that all sales team members can shift into perfect alignment with their buyers.

Stephen D'Angelo, CEO • Spring Lake Technologies

11:25

Simplicity is What Works: Product Development and Go to Market Models for Fast ROI

There is a widening gap today between what software users experience in their work environment and what is available on the Web. As the line between work and home life blurs, people expect the applications they use at work to be as clear, simple and user-driven as the applications they use to run their personal lives. Companies today are much smarter about purchasing software. They're insisting on solutions that have a faster time-to-market, higher ROI and better end-user adoptability. Enterprise vendors must embrace the philosophy of simplicity in business software or risk being sidelined by innovative, emerging vendors in the near future.

John Brooks, Director of OEM Alliances • QlikView

M&A Market Update / Building Value in Software and IT Companies

With significant turmoil in the financial markets, technology M&A is certain to feel the impact. This will cover the dynamics of the current market, the impact of the credit crunch on strategic buyers and private equity firms as well as sellers. We'll also examine trends in the M&A market, valuation metrics and how you as a seller can position for maximum value.

Ward Carter, President • Corum Group Ltd.

Customer Self-Service: Electronic Software Distribution - The Competitive Edge

This presentation highlights how establishing a customer self-service center can help boost your company's competitive edge through better customer support, and reduced product delivery and support costs. It starts out defining the base functionality that a customer self-service center should have and how the customer can be empowered to act when and how they feel it necessary while having their needs better serviced. The flip side is the company downloading support costs, streamlining distribution and reducing service calls. The presentation outlines the goals and discusses how a phased approach can provide tactical wins while addressing strategic goals such as increased sales, marketing, business intelligence and internal productivity gains and reduced time-to-market.

TJ Caveney, Vice President, Sales and Marketing • OMS Safe Harbor



Ari Takanen is a founder and CTO of Codenomicon Ltd., an accomplished speaker and published author on the topic of software security testing. At Codenomicon, Ari leads

the company in providing and commercializing automated tools that use a systematic approach to test a multitude of interfaces on mission-critical software, VoIP platforms, Internet-routing infrastructure and 3G devices.

Stephen D'Angelo, co-founder and CEO of Spring Lake Technologies, is responsible for driving growth and strategic direction of the company. Stephen established himself as a highly successful sales professional in the technology industry who effectively transitioned into sales and senior management roles in several software companies.

Ward Carter's technology background includes a variety of field and management positions with the Burroughs Corp. (later Unisys). Later, as vice president of a Wall Street investment firm and as principal in a regional venture firm, Ward raised capital for ventures in computer hardware, software and biotechnology. He joined the Corum Group in 1997, has successfully managed numerous software company mergers and acquisitions worldwide, and was appointed president in 2006.



TJ Caveney is a founding partner and vice president of Sales and Marketing at OMS SafeHarbor. Under his direction since 2000, OMS SafeHarbor has become the leading provider of Electronic

Software Distribution (ESD) and digital product management solutions.

Program



Treb Ryan, CEO of OpSource, has been instrumental in defining and creating services organizations that improve the quality and reliability of the technology infrastructures businesses depend on for communications and commerce.



Robert Norton, president and CEO of C-Level Enterprises, has more than 18 years as full-time president and CEO of numerous successful companies. His experience spans all key disciplines needed to start, grow and exit businesses in several industries. He can provide a breath of experience and perspective across all disciplines that only experienced CEOs can.



Diana Waterson serves as a Software as a Service Marketing Consultant for IBM ISV and Developer Relations and is responsible for building business relationships with ISVs in a SaaS business model. She is responsible for assisting ISVs in the transition to a SaaS business model, providing marketing guidance to SaaS ISV's to grow their business, and building channel relationships with other IBM business partners.

Chris Thompson has been managing director of Avanquest Solutions for more than eight years. He is also a member of the Avanquest Software Group Executive, Avanquest's parent company, with special responsibility for sourcing and recommending corporate solutions for adoption for sale at a global level. Chris has been responsible for diversifying the product portfolio from a narrow range of corporate products to make Avanquest's model unique in the UK, supplying software via the Web, through retail, distribution, VAR channel and direct.

SaaS is a Win-Win Proposition in Ever Expanding Vertical Ecosystems

To keep pace with the risks created by outsourcing and other popular cost-cutting manufacturing techniques, today's enterprises need solutions that give them agile and flexible direct 24x7 real-time access to global internet data. Bypassing the long, costly deployments associated with on-premise enterprise software is equally important. In this presentation, we'll discuss one of today's most critical examples of enterprise risk, the significant rise in counterfeits and unauthorized gray market sales. We'll show how a SaaS-based model provides the global visibility and proactive investigative capabilities that are needed to recover the revenue lost to these illegitimate sales, thus delivering a fast ROI.

Laura McCaughey, Vice President, Chris Jensen, Vice President, New Momentum

12:00 Networking Luncheon

1:00

Think Outside the Box: The End of Standalone SaaS

Until this point, SaaS applications have been created in separate silos. However, now there are platform choices that enable mash-ups and composite applications. Learn how Web services affect application development and integration. As SaaS applications become mission critical for the enterprise, these applications need to be integrated into wide variety of applications including other online solutions or behind-the-firewall legacy applications.

Treb Ryan, CEO • OpSource

The Management Systems You Need for More Rapid Growth

To scale a business we need to move from seat of the pants, raw entrepreneurship to more professional management. This session is for senior executives in small businesses that have from seven to 75 employees and want to better control their focus, people, growth and planning. Anyone who gets a big chunk of capital usually needs to implement them all immediately too. We will discuss the six different management systems needed and how they support each other. Using just one of these has been proven to increase a company's value by 56 percent. Using all these systems will help you avoid fire drills and drive shareholder value up much faster.

Bob Norton, CEO • C-Level Enterprises

1:35

Control, Integration and Trust: Breaking Down the Barriers to Widespread SaaS Adoption

As SaaS adoption reaches the next phase the approach to reaching customers evolves from a benefits based approach to an objection handling approach. This presentation will focus on areas ISVs need to focus on as SaaS adoption continues to grow. One area will be on "control" and the need for ISVs to help customers feel comfortable with giving up control. The next area will be "integration" and how ISVs will integrate legacy data and applications to meet customer expectations. The final area is "trust" and the need to partner with customer's existing trusted advisors and the importance of these partnerships.

Diana Waterson, Business Partner Marketing Consultant, ISV & Developer Relations • IBM

Beyond Boston

Learn the specific issues involved in successfully launching products in the UK and European markets including size of market and opportunity, differences between UK and mainland Europe, channel structure, localization issues, launch, press releases, marketing, corporate structure, partnerships, tax issues, planning for success, dealing with lack of success and support issues.

Chris Thompson, Managing Director • Avanquest Solutions

2:15 Conclusion of Software Business 2008

Meet the Speakers



Bernard Anzarouth is vice president, Mergers and Acquisitions at Constellation Software. He works closely with CSI's VMS businesses to identify and pursue opportunities for platform and tuck-in acquisitions and to establish licensing or distribution arrangements. Mr. Anzarouth holds a B.Eng. in Electrical/Computer Engineering from McGill University and an MBA from the European Institute of Business Administration.

Marc Brown is a managing director in the Corporate Development Group at Microsoft Corp., where he has been employed since January 2000. From May 1998 to December 1999, he was an associate in the Private Equity and Emerging Companies Group of the law firm Goodwin, Procter & Hoar LLP. Before that, he was an associate in the Mergers and Acquisition and Merchant Banking groups at the Union Bank of Switzerland, from 1987 to 1991. Brown holds a doctor of jurisprudence degree from Georgetown University Law Center, an MBA in finance from New York University and a bachelor of arts in economics from Colgate University.



Robert M. Cohen is the president and business editor, Integrated mar.com Corp., which he founded in 1980. Under his leadership, mar.com has become an international IT channel marketing company that has developed and implemented strategic go-to-market programs for 350 IT companies. Robert is the founder/executive director of CLAC, a high-level, not-for-profit industry thought leadership group comprised of 800 leading channel people. Managed by mar.com, this channel advocacy group is actively exploring threats and opportunities that are impacting the channel; facilitating open communication throughout the industry; and implementing solutions designed to help ensure the long-term viability of the IT Channel.

Ken Holec is CEO of Jobs2Web. Ken has extensive experience in enterprise software strategy, marketing, sales, organizational development, financing and multinational operations. Ken is also currently Chairman of Revation Systems, and has prior Board of Director experience with other software companies including SPSS (SPSS) and Stellent (STEL). He holds a BS in Business Administration from the University of Minnesota and is an OPM graduate of Harvard University.



David Lawee is vice president of Corporate Development with Google. David manages a worldwide team responsible for all of the company's acquisitions and investments. Previously, David was vice president of marketing, where he managed all of Google's consumer, advertiser and partner marketing, globally. David brings significant entrepreneurial, general management, and investment experience to his role. Before joining Google, David co-founded Xfire, a leading online gaming community, where he led product development, marketing and international business development.



Alex Lintner is the president and general manager of Intuit's newly formed Global Business Division. This group is to define the company-wide strategy for entering new markets outside of the United States. As such, Alex leads Intuit Canada and the office in the United Kingdom, as well as Intuit Real Estate Solutions. He also oversees the exploration of opportunities in Asia's rapidly growing economies. In addition, Alex is also Intuit's Senior Vice President of Strategy and Corporate Development. In that context, his primary responsibilities are to partner with Brad Smith, Intuit's CEO and the various business unit leaders to drive business direction and strategy across Intuit's businesses as well as in new areas.

Richard Muirhead, chairman, CEO and founder of Tideway Systems, has commercialized ways to make the management of advanced data centers effective, efficient and fun. Richard was a finalist in the UK Technology Innovation & Growth Entrepreneur of the Year Award for 2006. He is a regular speaker at industry events, regularly quoted in the press, a member of the Cambridge Computer Lab Ring, and the IEEE and a participant in the IETF and TeleManagement Forum. Richard holds an MA in Engineering from Cambridge University and is a citizen of both Australia and the United Kingdom.



Phil Coblenz



Mark Gibson



Meet the Speakers

At Software Business 2008:

- Learn first-hand the latest strategies for success in the software business from top executives, pros and analysts
- Gain authoritative insight from top financial analysts and investment bankers on software company M&A activity and company financings
- Find out how to turn the latest technology developments into new business and improved performance for your company
- Network with key executives and managers from leading software companies engaged in a variety of markets
- Learn exciting new marketing and sales strategies for software companies
- Find out the best revenue models for licensing, services, e-business and online sales of your software offerings
- Hear about hot new markets and growth opportunities for software companies
- Learn new ways to build your franchise, and protect it



Javier Rojas is a managing director at Kennet Partners and leads its US investment activities. He is currently on the board of Daptiv, Adviva, IntelPeer, NetPro Computing, MedeFinance and Kapow Technologies. He holds an MBA degree from The Harvard Business School and a BAS degree from Georgetown University.

Todd Rowe is group vice president and general manager of SAP Group's Business Objects. He manages Business Objects' \$500 million mid-market business worldwide, responsible for 40 percent of the company's the revenue through Business Objects' direct sales and channel sales organizations. Todd has 20 years experience in the hardware and software industries, with sales, marketing and general management experience. He is experienced in building successful businesses in the mid-market, having built and managed PeopleSoft's mid-market business in International markets.

Chetan Saiya is the founder, chairman and CEO of Assetlink. Assetlink's industry leading solutions for Marketing Operations Management are a result of Chetan's vision and his understanding of marketing operations challenges faced by Global 2000 companies. Prior to starting Assetlink, Chetan was CEO of MediaWay, a multimedia database management company that he founded, and Tandem Computers, a fault tolerant computing company.

M. M. "Sath" Sathyanarayan is president and principal consultant with Global Development Consulting, Inc. Sath's experience of more than 25 years in the high tech industry includes 15 years in offshoring, initially as a Fortune 500 corporation executive leading offshoring, then as startup CEO utilizing offshore resources, now as author and consultant in offshoring. He is well connected in the Indian IT industry and travels frequently to stay abreast of changes.

Mark Sherman joined Battery Ventures in 2000 and focuses primarily on software and services, India, mobile and consumer Internet investments. Mark's current investments include Donnerwood Media, Mformation Technologies, TechProcess and Travelguru. Previously, Mark was a Managing Director at Robertson Stephens and led the firm's Software and Internet banking practices.



Matt Thompson, as senior vice president, Worldwide Field Operations, leads Adobe's efforts to capitalize on long-term growth opportunities and align the company's sales and support organizations with key customer segments. In this role he is responsible for the strategy and direction of Adobe's sales operations across the company's diverse product lines. Matt oversees Adobe's global sales organization and all customer-facing functions, including field marketing, go-to-market partners, customer care and Adobe Consulting.



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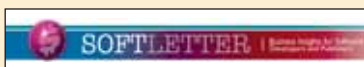


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www.alcatrazcruises.com

Golden Gate National Recreation Area

See the iconic Golden Gate Bridge, and visit the historical Fort Point built during the Civil War.

www.nps.gov/fopo

North Beach

Between Fisherman's Wharf and Chinatown lays North Beach. This historic neighborhood is home to San Francisco's long established Italian community, which means there are a multitude of Italian restaurants to choose from. In the 1950s, North Beach became the epicenter of the Beat movement, leaving to this, day a strong café culture.

Japantown

Not as well known or as big as Chinatown in terms of size or population. However, Japantown is certainly worth a visit as there are also a number of quality Japanese restaurants in the vicinity, Asian style spas, a movie-plex theater, and the Japan Center for a unique cultural shopping experience seldom found in this country, including Japanese books, movies, music, furniture, clothing and cooking/dining utensils.



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