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SAND HILL GROUP ANNOUNCES SOFTWARE 2006 CONFERENCE

'Unifying the Ecosystem' Theme Draws Support From Big Five Software Companies; New Programs Include CIO Dialogue, Software Showcase, and First-Ever State-of-the-Industry Report

San Francisco, Calif., November 16, 2005 – Sand Hill Group announced today Software 2006 – its third annual industry conference to be held at the Santa Clara Convention Center on April 4-5, 2006. The conference theme – Unifying the Ecosystem – will fuel productive debate about software industry challenges and solutions among an expected audience of 2,500 CEOs, VPs, CIOs, investors, media, analysts and other influencers. Backed by the industry's top five software companies, the conference promises to be next year's single most important event for executives and senior professionals in the software business.

“Most of us realize that no one software company will win the stack wars. The success of any company depends on the strength of the people and partners in their entire ecosystem. In its third year, Software 2006 will raise the issues and present the roadmaps associated with unifying the software industry ecosystem.” said M.R. Rangaswami, co-founder of the Sand Hill Group. “This year also includes several new programs that open up the conference to two important new audiences for us – influential IT buyers and independent software vendors. The Software conference has become the industry's only neutral event – filling a void for vendors, investors and media alike.”

Show of Force from Big Five Software Companies

In a show of force unprecedented for a single event, the industry's big five software companies are throwing their support behind Software 2006. Platinum sponsors include [EMC Corporation](#) (NYSE: EMC), [Microsoft](#) (NASDAQ: MSFT), [Oracle](#) (NASDAQ: ORCL), [SAP](#) (NYSE: SAP), [Symantec](#) (NASDAQ: SYMC), as well as India's largest offshore vendor Tata Consultancy Services ([TCS](#)) (NSE: TSCEQ). Premier media partners include [Fortune Magazine](#), [InformationWeek](#) and [Horn Group, Inc.](#)

Software 2006 – Unifying the Ecosystem

Software 2006 will rally software leaders around the business, technology and community issues shaping the industry. The event will combine vendors, system integrators, offshore developers, CIOs and CTOs, investors, accountants, attorneys, consultants, media and analysts for two days of general session, individual tracks and networking. Whether it's learning best practices from the big five software companies or uncovering new investment opportunities; sizing up the competition or meeting hot new partners and ISVs; testing innovative new products or hearing the latest software industry news, Software 2006 promises a wealth of opportunity and value. In addition to the agenda highlights from last year's conference, Software 2006 features new programs including:

- ❑ CIO Dialogue – an exclusive and independent track within the conference for 100 CIOs, CTOs and influential IT buyers
- ❑ Software Showcase -- featuring innovative products from emerging companies
- ❑ Alliance – a session for the top 100 emerging and fast growth ISVs
- ❑ Celebrate! Software 2006 – the first industry gala that will recognize luminaries, social entrepreneurs and charitable organizations
- ❑ A first of its kind, a “State of the Industry” report co-authored with McKinsey & Company will be published in conjunction with Software 2006

Attendees can also expect many of the platforms and programs that made last year’s event a success:

- ❑ Main stage keynote speakers including top executives from EMC, Microsoft, Oracle, SAP, Symantec and Tata Consultancy Services
- ❑ Interactive sessions on strategic issues such as sales, engineering, support, services, finance, marketing and team building
- ❑ Trade show with innovative products and solutions

Be a Part of Software 2006

To find out more about the Software 2006 conference program, sponsorship and registration, visit www.software2006.com or contact M.R. Rangaswami at mr@sandhill.com. Nominations for companies for the Software Showcase program can also be made via the conference [website](#).

About Sand Hill Group

Sand Hill Group serves the \$600+ billion software, services and solutions market by providing investment and management advice to emerging enterprise technology leaders. Sand Hill also owns Sandhill.com – the premier destination site and resource center for CEOs, VPs, Entrepreneurs, VCs and for members of the software industry eco-system. Its weekly electronic newsletter is read by thousands of executives. Sand Hill produces the ‘Enterprise’ and ‘Software’ conferences for CEOs and executives in the industry and creates high-impact research reports for its constituents.

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