

Software 2004

March 1 and 2, 2004 · San Francisco Marriott

Sunday, Feb. 29, 2004

4 PM to 8 PM

Registration

6 PM to 8 PM

Welcome Reception



Monday March 1, 2004

7 AM to 6 PM

Registration

9 AM to 11:15 AM

Morning General Session

Opening Remarks M.R. Rangaswami, Conference Chair and Co-founder Sand Hill Group

Ray Lane, General Partner, Kleiner Perkins Caufield & Byers
"The Future of Software Industry"

CEO Panel moderated by Tony Zingale, Former President & CEO of Clarify.

Panelists:

Jim Green, Chairman and CEO, Composite Software
Julie Hanna Farris, Founder and CEO, Scalix
S Ramadorai, CEO, Tata Consultancy Services
Jeff Rodek, Chairman & CEO, Hyperion

A Conversation with **Sanjay Kumar**, Chairman and CEO, Computer Associates. Conducted by Erik Keller, Founder, Wapiti

11:30 AM to 12:15 PM

Breakout Sessions (Trade Show Floor is also open)

"The Top 20 Sales Best Practices" - Complex Sale

"Enterprise Software and Venture Capital: A Forward Look at the Industry Segment, Opportunities and Deal Terms" - Fenwick and West

"CEO Perspectives on IT Investments" - Gartner

"Sarbanes-Oxley - lessons learned from Private & Public companies" -KPMG

"Creative Problem Solving with Teams" - Outlook Ventures

"The DaVinci Code : The CISO's Quest for the Holy Grail" - Sand Hill Group

"Your Financial Health: Is Service Revenue a Hidden Gem or Hidden Germ?" - Service Source

Monday, March 1, 2004 (cont.)

"Debt Financing Alternatives for Today's Software Company" -
Silicon Valley Bank

"Why Software Companies Fail" - Sterling Hoffman

"Beat the Clock, not Quality" - Tata Consultancy Services

12:15 PM to 2 PM

Lunch at the Exhibit Hall (Trade Show Floor is also open)

2 PM to 4:15 PM

Afternoon General Session

Romesh Wadhvani, Managing Partner, Symphony Technology Group
"Transformation of the Software Industry"

The Money Panel moderated by Tony Friscia, President and CEO, AMR Research. Panelists:

Aneel Bhusri, General Partner, Greylock

Reed Taussig, President and CEO, Callidus Software

Ken Wilcox, President and CEO, Silicon Valley Bank

Karen Willem, Executive VP and CFO, Cassatt

Hardball with **Darl McBride**, CEO, SCO Group

Conducted by Dan Farber, Editor in Chief, ZDNet

Ken Berryman, Principal and Co-leader, North American Software Practice, McKinsey & Company
"Blue Print for 2004"

4:30 PM to 5:15 PM

Breakout Sessions (Trade Show Floor is also open)

"How to Rapidly Migrate Enterprise Applications to an Open Source Environment" – Aztec

"The Priorities of your Prospective Customers" – ZDNet

"Offshore Outsourcing Agreements - Preparing in Advance" - Fenwick and West

"Maximizing your Reach with Influencers - How to work with Press and Analysts" - Horn Group

"How to Position a Software Company for a Strategic Acquisition" – Alliant Partners

"Best Practices in Sales & Marketing in Software Companies" - Sirius Decisions

"Venturing into China" - Soft Database

"Software Product Company of the Future : Business case for a 360 degree Partnership" - Sonata Software

Monday, March 1, 2004 (cont.)

"How to Make the Customer "King" for Pennies per Day" – SupportSoft

"Building and Operating an Offshore Development and Operations Center - Best Practices Discussion" - Symphony Services

5:15 PM - 7 PM Party at the Show Floor (**Trade Show Floor is also open**)
Music by "Roger McNamee and the Flying Other Brothers"

Tuesday March 2, 2004

9:00 AM – 11:15 PM Morning General Session

Geoffrey Moore, Managing Director, TCG Advisors.
"Orchestrating the Stack – An Update to Systems of Record"

The Sales & Marketing Panel moderated by Peter Sobiloff, Managing Director of Insight Venture Partners.
Panelists include:
Christopher Lochhead, Chief Marketing Officer, Mercury Interactive
Chris Wong, EVP, Corporate Strategy & Development, Agile Software
Dave Simbari, President and CEO, Optum
Joe Prang, Chairman and CEO, Conformia Software

Malcolm Kushner, Humor Consultant, Malcolm Kushner & Associates.
"Making Effective Presentations"

John Wood, Founder and Chairman, Room to Read.
"Life After Software"

11:30 AM to 12:15 PM Breakout Sessions (Trade Show Floor is also open)

"Outsourcing Technical Support: Financial Implications and a Case Study," - Goldstone Technology

"Enterprise Applications Made Faster, Safer and Less Expensive: A Customer's Perspective," – NetScaler

"A Long-Term View on Software Product Outsourcing," - Persistent Systems

"Accelerating Product Release Cycles through Interoperability Labs: A Case Study," - Sierra Atlantic

Tuesday March 2, 2004 (cont.)

“Getting Revenue Right: Your Future Depends on It,” - Softrax

“Building Business through Relationship Networks,” - Spoke Software

“How to Increase Your Company’s Power in the Enterprise Computing Stack,” - TCG Advisors

“Case Study - SAPPHIRE: Event Management to Account Management,” - WebEvents Global

“Disruptive Marketing Technologies and Guerrilla Warfare, From Oracle to Salesforce.com to TenFold and Beyond,” – TRBA

“Integrating Document and File Management within Enterprise Applications,” - Xythos Corporation

12:15 PM to 2 PM

Lunch at the Exhibit Hall (Trade Show Floor is also open)

2:00 PM – 4:15 PM

Afternoon General Session

Toby Redshaw, VP of IT Strategy, Motorola.
“*Voice of the Customer*”

The Offshoring Panel moderated by M.R. Rangaswami, Co-founder, Sand Hill Group. Panelists include:
Cadir Lee, Chief Software Officer, SupportSoft
Garry Johnson, Senior VP and CTO, Dendrite
B. Ramaswamy, CEO, Sonata Software
Prakash Ramamurthy, VP, Products & Technology, Oblix, Inc.

Mark Tapling, President and CEO, Everypath.
“*The People Equation in Software: Achieving Maximum Results*”

Shai Agassi, Member of Exec. Board and Development Head, SAP AG.
“*Architecture for the Next Decade*”

4:30 PM – 5:15 PM

Breakout Sessions (Trade Show Floor is also open)

“Making Your Industry Marketing Strategy Work,” - Applications Marketing Group

“Reducing Security Vulnerabilities in Enterprise Software,” - Kestrel Technology

“The European Market and How to Achieve Success,” - N2E

“Right Pricing: Getting Greater Value from Software Products and Sales Professionals,” - SoftwarePricing.com

Tuesday March 2, 2004 (cont.)

“Retaining Support Revenues,” - SSPA

“Technology Paradise Lost: Why Companies Must Spend Less to Get More from Information Technology,” - Wapiti

“Offshore Challenges: Perspectives from Offshore Managers,” - Zinnov

5:15 PM - 7 PM

Party on the Show Floor. Enjoy networking, cocktails, sponsor exhibits and music by The David Martin House Band.