



# QuickArrow CEO to discuss Software as a Service (SaaS) at SLAM 2007

QuickArrow, June 05, 2007

URL: <http://www.pr9.net/comp/development/5675june.html>

*Presentation will focus on best practices and lessons learned throughout 9 years as a leading SaaS vendor in the Professional Services Automation (PSA) arena*

PR9.NET June 05, 2007 - Austin, Texas - QuickArrow CEO Elizabeth Davis will be a featured speaker at the SLAM 2007 Conference, hosted by Software Business in Denver, June 6-7, at the Hyatt Regency Tech Center Hotel. The Sales, Licensing, Alliances and Marketing (SLAM) Conference focuses on best business practices and latest technologies to maximize success in the software industry.

Davis will present a case study of best practices and lessons learned throughout QuickArrow's 9 year history as a leading SaaS vendor of Professional Services Automation solutions. Specifically, Davis will address such critical issues as Client Relationship Management (CRM) and the higher levels of vendor accountability associated with the SaaS delivery model.

John Cargile, Managing Editor of Software Business commented, "Software and SaaS companies look to SLAM 2007 for proven business processes to compete in today's market. QuickArrow has earned its SaaS leadership position through operational excellence, and we're excited to have Elizabeth share the company's success story with our audience."

Davis added, "SaaS is one of the most significant trends in the software industry, and while many firms are just starting to adopt it as a delivery platform, SaaS has been around for some time, and is continually evolving as enterprises demand solutions that scale to meet their ever-increasing global requirements. Ultimately, this demand, coupled with increasingly flexible integration capabilities, will drive the next generation of SaaS technologies and solutions."

SLAM 2007 is a working conference that delivers interactive content that CEOs, vice presidents, product managers, sales staff, and marketing teams use to take advantage of the hottest market opportunities. Davis will join a prestigious roster of speakers, including Meg Dussault, Director of Analyst Relations for Cognos, Jim Fowler, CEO and Founder of Jigsaw Data, Chris Dowse, CEO of Neochange, and others. Registration now is available by visiting [www.SLAMConference.com](http://www.SLAMConference.com).

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## About QuickArrow

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QuickArrow's PSA solution helps services organizations better manage the three things that matter most: people, projects, and performance. Designed to deliver the critical visibility needed to optimize services delivery, QuickArrow's Software as a Service (SaaS) solution fully integrates with leading SFA, CRM, and financial applications, replacing homegrown solutions and labor-intensive spreadsheets to automate workflows and streamline operations.

Worldwide, more than 26,000 users and 300 services organizations spanning software, IT Services, management consulting, hardware, environmental, and healthcare count on QuickArrow every day to increase resource utilization, capture more billable hours and expenses, and enable more effective decision-making to drive top and bottom-line growth.

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