



QuickArrow COO to Present Thursday at Softletter's Marketing and Selling SaaS Seminar, 2007

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Presentation will focus on maximizing Professional Services revenue in a SaaS world

PR9.NET October 04, 2007 - Austin, Texas - QuickArrow Vice President and Chief Operating Officer Kevin Bury will be a featured speaker at Softletter's Marketing and Selling SaaS Seminar, at the Hyatt Regency in Santa Clara. The seminar will feature some of the software industry's leading experts on the SaaS business model and is aimed at preparing companies to profit and grow in the rapidly expanding SaaS market.

Bury will discuss the importance of establishing a Professional Services charter and will present a case study of their own PS group, as well as those of 2 of their SaaS clients, salesforce.com and Eloqua. Specifically, he will review best practices, lessons learned, benchmarks, and results for each organization based on their specific charter and business model. He will also reveal some of the macro-economic and technology trends that differentiate SaaS Professional Services from more traditional Services models.

Bury commented, "SaaS is more than just a new software delivery model. It's a full-scale technology paradigm shift with far-reaching implications - including a fundamental change in how PSOs are managed and what it will take to be successful. Softletter has put together a phenomenal event for companies who need to better understand these trends to achieve SaaS success, and we are excited to be a part of this year's seminar."

Rick Chapman, Softletter's Managing Editor and Publisher added, "Software and SaaS companies look to Softletter for proven strategies to compete in today's market. The 2007 Softletter SaaS survey reported that 62% of SaaS firms have a Professional Services group and of this group, 56% plan to expand their Professional Services offerings. QuickArrow has been a SaaS leader for over 9 years now, and we're thrilled to have Kevin share his insight with our audience."

Softletter's Marketing and Selling SaaS Seminar is designed for C-level executives, presidents, vice presidents, and marketing and sales managers who need to understand how to maximize profits and revenues selling Software as a Service. Registration is still available by visiting www.softletter.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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