



● **Sierra Atlantic to Present at Sand Hill Group's Software 2004 Conference**
Sierra Atlantic Demonstrates Leadership in Offshore Outsourcing of Enterprise Application Management and Development

San Francisco, CA. – March 1, 2004 – Sierra Atlantic, a leader in offshoring enterprise applications, today announced that Marc Hebert, EVP of Marketing & Alliances at Sierra Atlantic, will present on Tuesday, March 2nd from 11:30 am to 12:15 pm at Sand Hill's Software 2004, the first strategic conference for enterprise software leaders. Designed specifically to address business, operating and technology issues facing executives today, Software 2004 is a vendor-neutral conference that will bring together software leaders to re-invent the industry, re-think current practices and make the critical changes needed to create successful organization for the next 25 years.

"The software industry is alive and well but new business models, customer buying patterns and technologies are permanently changing the landscape," said M.R. Rangaswami, co-founder and managing director of Sand Hill Group. "Our goal for Software 2004 is to provide our attendees with insight from the most innovative and influential software leaders and visionaries"

Mr. Hebert's presentation will focus on the offshore outsourcing of interoperability testing, which consists of connectivity, performance, scalability and functionality testing and validation of software and hardware products for independent software vendors and enterprise end-users. Attendees will have the opportunity to learn about Sierra Atlantic's unique NShore™ methodology for offshore services, which consists of best practices, tools and processes that ensure the right mix of onshore, near-shore and offshore software services for both enterprise application vendors and their customers.

Additional information about Software 2004 is available at <http://www.software2004.com>.

● **About Sierra Atlantic**

Sierra Atlantic is a leader in offshoring enterprise applications, helping our customers optimize their investments in Oracle, PeopleSoft, SAP and Siebel. With expertise derived from deep R&D relationships with enterprise software leaders, we offer complete lifecycle application management solutions -- strategy, implementation, integration, upgrade and support -- using our NShore™ methodology. We integrate these point solutions into Application Networks® that enable seamless business processes within and outside the enterprise. With over 300 highly satisfied customers since 1993, Sierra Atlantic is headquartered in Silicon Valley with offices in Chicago, New York, London, India, Malaysia and Singapore. For more information, please visit www.SierraAtlantic.com.

● **About Sand Hill Group**

Sand Hill Group serves the \$600 billion enterprise software, services and solutions market, comprised of over 10,000 companies that directly employ over one million people. Sand Hill Group provides investments and management advice to emerging enterprise technology leaders. Sand Hill also publishes an electronic newsletter called Enterprise Critical, produces the "Enterprise" series of conferences for CEOs and other senior-level industry executives and creates high-impact research reports for its constituents. www.sandhill.com.

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