

# Making living connections

We began our journey in 1969, the year that technology helped put a man on the moon and the software industry was born. Ever since—and always mindful of the positive impact we must have on the future—we’ve worked ceaselessly to be independent, inclusive and inventive.

Fair and flexible to work with, we’re committed to sustainable progress in making a world of living connections. By providing the fluid flow of data, we give businesses the power to instantly see, decide and act. We make sure an app-ordered coffee is waiting on the counter to go, an airline schedule gets a family together in the right place at the right time, and wind turbines keep the power supply for communities constant.

We are the pulse that keeps the world living and thriving.

## About Software AG

- Founded in 1969
- Headquartered in Darmstadt, Germany
- Operates in 70+ countries around the globe
- 5,000+ employees
- Education partnerships with more than 1,350 universities
- Major shareholder: Software AG Foundation

## Our Leadership

Software AG is recognized as a leader by the industry’s top analyst firms. For the most current information, visit [www.softwareag.com/awards](http://www.softwareag.com/awards)

## Our Partners

Our ecosystem includes more than 400 partners who extend and enhance our software with local expertise, value-added services and innovative solutions that help customers achieve better outcomes.

We offer:

- Dedicated partner program and infrastructure
- Tailored engagement models matching partner business models
- Customized partner support for startups
- Quality partner enablement and certification

## Our Services

- 1,900+ expert consultants
- Global and regional competency centers
- Prime methodology for better time-to-value
- Industry-specific blueprints
- Education Services that accelerate development and deployment models

## Our Customers

Software AG powers more than 10,000 of the world’s most notable brands, including:

### Banking

- ING Bank
- Metro Bank
- Banque PSA
- Credit Suisse

### Education

- Widener University
- Radboud University Nijmegen
- Yale University

### Energy & Utilities

- Australian Energy Market Operator (AEMO)
- PetroChina
- Equinor
- ComEd

### Government

- Alcaldía de Medellín
- HMRC
- AAFMAA

### Insurance

- Clal Insurance
- ALTE
- OLDENBURGER
- Generali
- MAPFRE

### Manufacturing

- Bosch
- Continental
- Philips
- Siemens

### Retail

- Desigual
- Kiabi
- Tory Burch
- 7-Eleven

### Telecom

- A1 Digital
- Deutsche Telekom AG
- Telefónica
- Vodafone Group

### Transportation/Logistics

- Lufthansa
- ARAS Kargo
- Deutsche Bahn AG
- P&O Ferries

## Integrate to innovate in the cloud and on-premises

As technology becomes increasingly more flexible, mobile and connected, business priorities for IT have become more directive and granular. Developers are now tasked with building seamless digital business models and facilitating new ecosystems and channels—all while enhancing the UX and staying on track with continuous delivery and rapid application development and deployment. How can capabilities be delivered faster to fully embrace digital and extract value from data? Integration is fast becoming the silent enabler of digital business. Be ready to integrate to innovate from app to edge. We've helped thousands of organizations see, decide and act by providing the fluid flow of data. As the leader and recognized experts in integration with our webMethods products for iPaaS, hybrid integration, APIs and B2B, as well as for integration of clouds, the Internet of Things (IoT) and on-premises systems, we can help you integrate anything and everything.

## Make IoT simple

The IoT is the ultimate game-changer. So why have only 50% of organizations tried to implement an IoT project? Barriers like lack of in-house skills and funding for unproven concepts increase the risk and prevent most organizations from trying IoT on their own. Fortunately they don't have to. With Software AG, you can integrate any "thing" any way and anywhere. As a leader in integration and IoT, we make it easy to connect products in minutes—not months—and accelerate time to value. By providing the fluid flow of data, we give businesses, industries and humanity the power to instantly see, act—and thrive. There's no limit to what you can connect to optimize operations to the edge, improve the customer experience or launch new business models. Start quickly with a single use case, then scale and grow as your projects become more sophisticated. Analytics are quick to build; simply "point and click" to apply data science techniques to get maximum value from your IoT data. Our Cumulocity IoT platform is consistently ranked the leader by industry analysts. You can even rebrand the platform as your own.

## Accelerate your business transformation

Business transformation is an essential element of a healthy, functioning business. Companies that don't evolve and change along with their markets, respond to the needs of their customers and move quickly to outpace the competition become irrelevant. That's why we offer you award-winning business transformation software for IT and business. Address processes on the business side of the house with ARIS Enterprise Management System software. Plan and manage IT and enterprise architectures effectively with Alfabet. Gain total control of your changing business with our business transformation tools to see, decide, act and thrive.

## Adabas & Natural 2050+ for mission-critical applications

Some legacy applications are here to stay and rightfully so. Why shouldn't you make the most of ALL your existing IT assets? We are committed to helping you be ready for what's new and what's next. Our goal is to ensure that mission-critical Adabas & Natural applications integrate seamlessly into your modern IT environment. Our Adabas & Natural 2050+ initiative helps you be future-ready, master generational change, apply agile development methodologies (Eclipse™, DevOps), unlock business logic and data, connect to digital enablers (IoT, API management) and ensure a cost-effective means of leveraging your core systems (mainframe z/OS™ offloading, containerization and Linux® re-hosting).



**Customers:**  
50% of Fortune 100



**Partners:**  
400+ Worldwide



**Employees:**  
5,000+ Worldwide

### About Software AG

Software AG offers Freedom as a Service. We reimagine integration, spark business transformation and enable fast innovation on the Internet of Things so you can pioneer differentiating business models. We give you the freedom to connect and integrate any technology—from app to edge. We help you free data from silos so it's shareable, usable and powerful—enabling you to make the best decisions and unlock entirely new possibilities for growth. Learn more about Software AG and Freedom as a Service at [www.SoftwareAG.com](http://www.SoftwareAG.com)

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