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# BUSINESS PROCESS EXCELLENCE

Changing the world—one process at a time.

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# THE POWER OF PROCESS

## We make organizations operate better—and faster.

Processes are at the core of almost every business function, whether you are managing customer calls, shipping packages, building applications or creating sales campaigns. “Process” is not just a technical term. It is a simple way to define and organize the core activities that enable your organization to function.

Our end-to-end Business Process Excellence helps transform your business in even more strategic ways—and closely aligns both business and IT departments around common, achievable business goals. We help you improve your process in virtually unlimited ways so you can:

- Establish efficient processes that align business and IT around organizational goals
- Define role-based workflows to address who will do what and when
- Implement new processes within your enterprise, or across specific environments such as SAP

- Discover, analyze and improve your processes with process intelligence solutions that support the entire BPE lifecycle
- Integrate your silos of information for improved visibility
- Govern and SOA-enable your architecture to build new applications faster
- Leverage your mainframe data and applications across the enterprise

If you're like most of our customers, globalization, intense competition and the commoditization of products are forcing you to re-evaluate how you manage your organization. Expectations are higher and budgets are tighter. You are asked to do more with less. Exploit opportunities. Be strategic.

If your organization is feeling these pressures, Business Process Excellence provides the solutions to help both your business and IT staff lead their organization to enviable levels of achievement—faster.



**45**  
**seconds**  
an order

- ▶ **Cox Communications** can process an order in 45 seconds via the Web, 24/7—without error, thanks to webMethods.





# INVEST IN A LEADER: SOFTWARE AG

## Who is Software AG?

For over 40 years, we've been inventing new and better ways to help organizations achieve business results faster.

**WEBMETHODS** - The world's leading integrated SOA and BPM suite

**ARIS** - Integrated software for continuous process transformation and improvement

**CENTRASITE** - The first standards-based SOA registry/repository

**ADABAS** - The world's most comprehensive data management system

**NATURAL** - Highly productive application development and deployment environment

**CONSULTING & SERVICES** - Unparalleled industry and SAP expertise along with services to accelerate your business performance

**TERRACOTTA** - Improving application performance and scalability

## Why Software AG?

**PLATFORM INDEPENDENT** - Our vendor-neutral platform helps you leverage your current software investments—and empower them to deliver the results you always wanted.

**FAST RESULTS** - Out-of-the-box functionality and open, standards-based solutions help you achieve ROI months and even years ahead of the industry average. Read more about our customer successes at [www.softwareag.com/customers](http://www.softwareag.com/customers).

**AS GLOBAL AS YOUR BUSINESS** - We have 10,000 customers in 70 countries and are one of the 25 largest enterprise software vendors in the world.

**STABILITY** - Our revenue growth and profitability are enviable within our industry—Software AG surpassed its €1 billion revenue target in 2010.

## Gartner

### Placed in the Leader's Quadrant

- Gartner Inc.'s Magic Quadrant\* for Shared SOA Interoperability Infrastructure Projects, 2010
- Gartner Inc.'s Magic Quadrant\* for Business Process Management Suites, 2010
- Gartner Inc.'s Magic Quadrant\* for Application Infrastructure for Systematic Application Integration Projects, 2010
- Gartner Inc.'s Magic Quadrant\* for Enterprise Architecture Tools, 2010

## FORRESTER

### Leader in

- The Forrester Wave™: Elastic Caching Platforms, Q2 2010 (Terracotta Inc.)
- The Forrester Wave™: Enterprise Service Bus, Q2 2011
- The Forrester Wave™: Enterprise Architecture Management Suites, Q2 2011
- The Forrester Wave™: Comprehensive Integration Solutions, Q4 2010
- The Forrester Wave™: Business Process Management Suites, Q3 2010

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The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. Magic Quadrant for Shared SOA Interoperability Infrastructure Projects, Massimo Pezzini, Yefim V. Natis, Daniel Sholler, Jess Thompson, Kimihiko Iijima, Benoit J. Lheureux, Paolo Malinverno, 21 October 2010, Magic Quadrant for Business Process Management Suites, Jim Sinur, Janelle B. Hill, 18 October 2010, Magic Quadrant for Application Infrastructure for Systematic Application Integration Projects, Jess Thompson, Benoit J. Lheureux, Paolo Malinverno, Massimo Pezzini, Daniel Sholler, Yefim V. Natis, Kimihiko Iijima, 18 October 2010, Magic Quadrant for Enterprise Architecture Tools, Chris Wilson, Julie Short, 28 October 2010. Reprints available upon request.

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# WHAT TO LOOK FOR BEFORE YOU INVEST

Before you invest in another piece of software, ask yourself these questions:

## Does it support your vision?

Can you implement individual technologies, in any order, and gain greater value as you add additional components? For example, use BPM to improve your processes, then when ready use our Enterprise Service Bus to establish an SOA. Or measure your current processes to plan a targeted strategy for incremental improvements?

## Are the individual components truly integrated?

Many vendors use the term 'integrated' to describe their platform, but is it really? And to what degree? What is your total cost of ownership? We take great pride in continually building synergies between products so you build applications faster and manage them easier.

## Is it complete?

We offer the only end-to-end, integrated solution for process strategy, design, integration, monitoring and control. No other vendor compares to our comprehensive offering.

Our ability to deliver end-to-end Business Process Excellence transcends the capabilities of any other organization—of any size, anywhere.

Complete without compromise	
B2B Gateway	✓
Back-end Application Integration	✓
BPMS (Human-centric)	✓
BPMS (Integration-centric)	✓
Business Process Analysis	✓
Composite Application Framework	✓
Elastic Caching Platforms	✓
Enterprise Architecture Tools	✓
Enterprise Service Bus (ESB)	✓
Mobile Application Development	✓
Process Intelligence	✓
SOA Governance	✓
SOA Service Lifecycle Management	✓



**500%**  
ROI

**Cargolux** relies on ARIS to help its goals take off by analyzing logistics, staff utilization and data workflows.



**multi-million**  
long-term savings

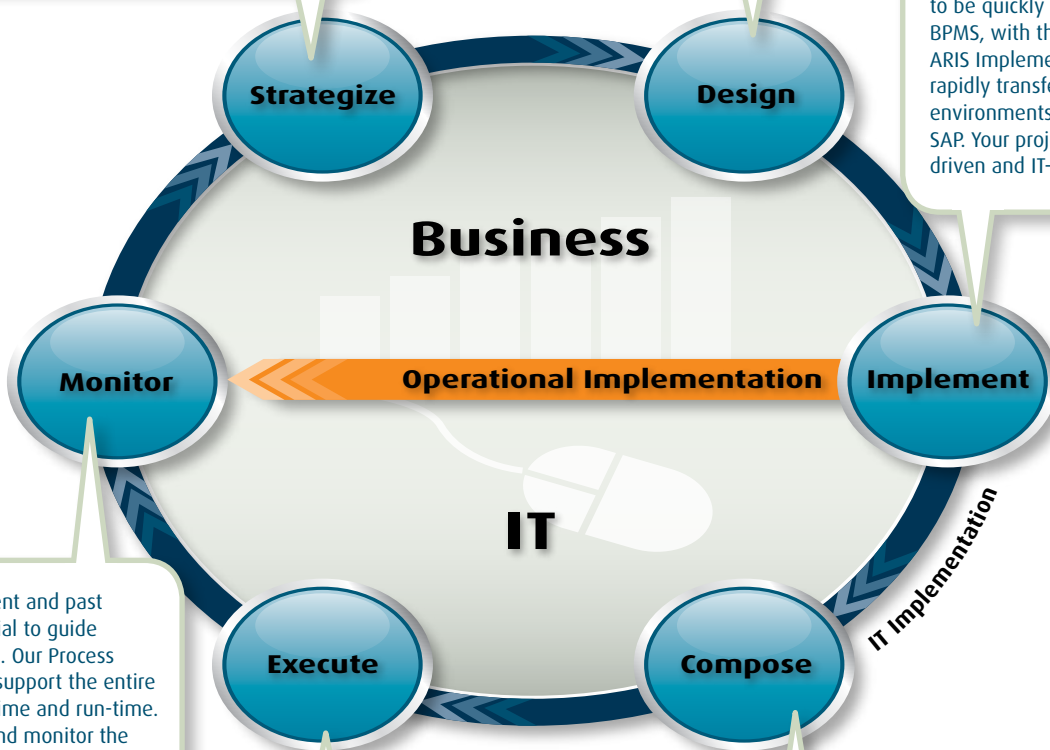
**Staples** uses webMethods Integration Server and B2B gateway to sync up orders across multiple transportation networks, helping to deliver next-day orders and long-term savings.

# How to Achieve Business Process Excellence

You can't have a successful strategy if you can't define it and align it across business and IT. The ARIS Strategy Platform allows a corporate strategy to be translated into business processes featuring balanced scorecards. This creates transparency on what is expected, when and by whom and measures goal achievement every step of the way.

The ARIS Design Platform aligns your business process with customer requirements. Role-based workflows address who does what, in which order, what is achieved and what software systems are deployed. Workflow problems are resolved to streamline your operations.

Tight integration with the webMethods suite enables your process design to be quickly implemented in your BPMS, with the option to use the ARIS Implementation Platform to rapidly transfer processes to specific environments for execution, such as SAP. Your projects are both business-driven and IT-enabled ... faster.



Deep insight into current and past performance is essential to guide process improvements. Our Process Intelligence solutions support the entire lifecycle—at decision time and run-time. Analyze past history and monitor the execution of processes in real-time. Discover and resolve the root cause of problems instantly. You can even predict problems before they have an impact. And by measuring your KPIs at the start of a project, you can focus your initiatives on the issues that matter

Deployment of new processes and applications must be rapid and cost-effective. With a long history of supporting mission-critical, high-volume infrastructure solutions in some of the world's most complex organizations, we are well positioned to support your enterprise needs whatever their scale, 24/7.

New processes must be executable across multiple departments, applications, people and external organizations—with a single point of change. The webMethods BPMS, SOA, Integration and Data Management solutions enable you to quickly compose new process applications by leveraging your existing IT investments.



**30%**  
savings

**AB Volvo** uses a process-driven SAP management approach from ARIS, creating a space where employees can meet and collaborate efficiently.

# GET THERE FASTER

## Three solution areas. Endless possibilities.

Our three solution areas enable you to Improve, Adapt and Operate your business like never before. Build and Govern business processes. Integrate and deliver business solutions. Operate mission-critical applications. Our product platform delivers it all—faster.

Enterprise BPM Solutions		IMPROVE
Description	What's Included	What It's Used For
<p>Enterprise BPM Solutions enable you to transform and evolve your processes in both automated and non-automated ways. With these solutions you can standardize, improve, measure and govern your business process. Because Enterprise BPM includes capabilities for all stages of your project lifecycle and collaboration among all process participants, business and IT work together in new and powerful ways to drive process solutions. The flexibility offered by Enterprise BPM enables you to react quickly to changing market dynamics and new business needs. By offering pre-packaged frameworks spanning horizontal and vertical requirements, Software AG's Enterprise BPM solutions ensure you are inspired to deliver the best for your business while enabling you to conform with industry best practices.</p>	<ul style="list-style-type: none"> <li>• Business Process Analysis</li> <li>• Business Process Management</li> <li>• Process Intelligence &amp; Monitoring</li> <li>• Business Service Repository</li> <li>• Enterprise Architecture</li> <li>• Governance Risk &amp; Compliance</li> <li>• Process-Driven SAP</li> </ul>	<ul style="list-style-type: none"> <li>• Process Strategy &amp; Design</li> <li>• Process Automation &amp; Improvement</li> <li>• Business Rules Management</li> <li>• Business Activity Monitoring</li> <li>• Automated Process Discovery</li> <li>• Performance Management &amp; Benchmarking</li> <li>• Process Transformation &amp; Governance</li> <li>• Governance, Risk &amp; Compliance</li> <li>• SAP Implementations, Upgrades &amp; Operations</li> </ul>



**€3 million**  
yearly savings

- ▶ Landesbank Berlin put its company policies and procedures on an intranet using ARIS, saving 3 million euros a year in operating costs alone compared to the updating effort associated with the paper-based system.

## Business Infrastructure Solutions

## ADAPT

Description	What's Included	What It's Used For
<p>Business Infrastructure Solutions (BIS) from Software AG help you optimize your IT infrastructure to support business process excellence. Using a service-oriented approach to maximizing re-use and interoperability, these solutions let you integrate, build and deliver business solutions faster. You can react quickly to business demands while following industry best practices and reducing the total cost of the solution in the long run. By offering pre-packaged frameworks spanning horizontal and vertical requirements, Software AG's BIS ensures you are inspired to deliver the best for your business with fast ROI and maximization of your existing IT investments.</p>	<ul style="list-style-type: none"> <li>• Enterprise Service Bus</li> <li>• Business-to-Business Integration</li> <li>• Master Data Management</li> <li>• Complex Event Processing</li> <li>• Application Adapters</li> <li>• Industry-Standard Frameworks</li> <li>• SOA Governance</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Integration</li> <li>• Partner Integration &amp; Management</li> <li>• Mainframe Integration</li> <li>• SOA Enablement</li> <li>• Service Governance &amp; Policy Enforcement</li> <li>• Enterprise Architecture Management</li> </ul>

## Enterprise Data Solutions

## OPERATE

Description	What's Included	What It's Used For
<p>Enterprise Data Solutions (EDS) enable you to create, manage and operate highly customized and scalable business applications. With these technologies you can deliver reliable, highly available, high-performance solutions for your most pressing business needs. Because these technologies are comprehensive, mature, easy to use and proven, your business will never be let down. Supported on all major platforms (mainframe, LUW), and complemented by an array of add-on options, these tools ensure you can quickly and reliably deliver the best solution for your business. Use of the Enterprise Data Solutions, including our best practices and consulting services, allows you to ensure the core parts of your business run continuously and without fail, 24/7.</p>	<ul style="list-style-type: none"> <li>• High-Performance Transactional Database</li> <li>• Application Development</li> <li>• IT Operations, Job Scheduling</li> <li>• Application Performance Monitoring</li> </ul>	<ul style="list-style-type: none"> <li>• Development &amp; operation of large-scale databases</li> <li>• Development of business applications</li> <li>• Integrating mainframe &amp; legacy systems</li> <li>• SOA enablement of applications</li> <li>• Discovery of processes &amp; business transactions</li> <li>• Monitoring infrastructure &amp; application performance</li> <li>• Data center automation (job scheduling)</li> </ul>



**30%**  
reduced costs



**25-year**  
investment preserved

**Aleris** confirms orders twice as fast, reduced costs and has achieved rapid ROI since project cost is just 36 percent of annual savings delivered.

**Massdiscounters** builds on 25-year investment in Adabas and Natural to create a highly flexible SOA using webMethods.

## Global Presence

Argentina	Netherlands
Australia	Nicaragua
Austria	Norway
Bahrain	Oman
Belarus	Panama
Belgium	Peru
Belize	Philippines
Brazil	Poland
Bulgaria	Portugal
Cambodia	Puerto Rico
Canada	Qatar
Chile	Romania
China	Russia
Colombia	Saudi Arabia
Costa Rica	Singapore
Croatia	Slovakia
Czech Republic	Slovenia
Denmark	South Africa
Dominican Republic	South Korea
Ecuador	Spain
Egypt	Sweden
El Salvador	Switzerland
Estonia	Taiwan
Finland	Thailand
France	Turkey
Germany	Ukraine
Greece	United Arab Emirates
Guatemala	United Kingdom
Honduras	USA
Hong Kong	Venezuela
Hungary	
Iceland	
Ireland	
India	
Indonesia	
Israel	
Italy	
Japan	
Jordan	
Kuwait	
Latvia	
Lithuania	
Luxembourg	
Malaysia	
Mexico	

**To find the Software AG  
office nearest you, please  
visit [www.softwareag.com](http://www.softwareag.com)**

## About Software AG

Software AG is the global leader in Business Process Excellence. Our 40 years of innovation include the invention of the first high-performance transactional database, Adabas; the first business process analysis platform, ARIS; and the first B2B server and SOA-based integration platform, webMethods.

We offer our customers end-to-end Business Process Management (BPM) solutions delivering low Total-Cost-of-Ownership and high ease of use. Our industry-leading brands, ARIS, webMethods, Adabas, Natural, CentraSite, Terracotta and IDS Scheer Consulting, represent a unique portfolio encompassing: process strategy, design, integration and control; SOA-based integration and data management; process-driven SAP implementation; and strategic process consulting and services.

Software AG - Get There Faster



**AS GLOBAL AS YOUR BUSINESS:**  
Two out of every three of the world's largest corporations rely on a Software AG product to run their business.