



CIO'S GUIDE: IT STRATEGY WITH ADABAS AND NATURAL

Fast track your business' future

EXECUTIVE SUMMARY

Learn why organizations around the world rely on Adabas and Natural as part of their enterprise IT strategy to deliver business flexibility, operational efficiency and keep their business on the fast track to the future.

In the drive to meet increased business demands for agility, many enterprises today need to realize far better alignment between business and IT than ever before. At the same time, there is greater pressure to further reduce costs, maximize investments and improve business process visibility to stay competitive.

In this executive brief, Software AG answers some critical questions that senior level decision makers are asking in response to these pressures. Questions about the core systems that run their key business processes such as:

- Are my core systems still cost-effective?
- Do they provide the business flexibility and transparency we need for our current and future BPM and SOA initiatives?
- Do we need to modernize our core systems or should we consider replacement?

Here you'll learn how Software AG's continuing investments in Adabas and Natural are helping organizations like yours keep pace with the constant evolution and increasing complexities found in today's IT environments. Moreover, you'll understand how we have aligned our processes to create greater efficiencies, streamline operations and provide stronger Return on Investment with solutions and capabilities based on the latest technologies such as Web 2.0 and Web services.

Our ongoing development uses these leading-edge technologies to keep Adabas and Natural in tune with the needs of IT and the latest SOA and BPM environments. The strategic direction includes enhancements for even easier Adabas and Natural application maintenance and use, expanded openness and interoperability capabilities and further optimizations with performance, security and availability.

In addition, our integrated infrastructure and transaction monitoring tools help you to address new business challenges, such as related to service level agreements, and enhanced Enterprise Architecture Management capabilities provide you with transparency into your custom applications. At the same time you continue to benefit from long-term, reliable and market-proven value:

- Adabas provides you performance that no other database can match—along with high availability, easy administration and platform-portability.
- Natural reduces your development complexity, especially for multi-platform applications and Web services, because it is easy to learn and use.

For over 40 years Software AG's products and services have helped enterprises be more competitive in the marketplace; and our strategic, process-driven IT Modernization approach is a natural extension of our process-driven approach to providing solutions and services. Software AG helps organizations drive long-term viability, adaptability and affordability from their core business applications and create a path to Business Process Excellence.

// Our customers will have the opportunity to integrate their Adabas and Natural applications with continuous process management. Adabas and Natural are being ever more closely linked with the webMethods line and the connection with ARIS means that the performance of business-critical Natural applications can be closely monitored. //

Dr. Wolfram Jost | CTO R&D and Product Marketing, Software AG | Comments made at ProcessWorld 2010

MODERN USER INTERFACES



How can Natural help my organization enable Web 2.0 interfaces?

Software AG's Natural provides support for all popular web browsers and portals. Even character-based user interfaces, or "green screens," can simply and quickly be transformed into highly-productive and state-of-the-art rich Web interfaces using the Natural wizards.

Because organizations can run both user interface types in parallel without a loss of performance, your end-users have the time they need to get comfortable with any new interfaces. This usability also enables users to perform tasks that may be more productive using the original "green screens" while working side-by-side with the Web 2.0 interface.

Both Adabas and Natural are easy to use, but more importantly, both blend well with new technologies and the latest innovations. Seasoned veterans as well as young professionals can quickly learn Natural using Eclipse, an environment often familiar to newer developers, to easily modernize and integrate your core systems. Moreover, they can use these enhanced skills to develop applications for different platforms, including the mainframe, UNIX, Linux and Windows.

“ The goal of our IT strategy is to move our existing host-based systems to the Web. Our customers want to optimize their processes, reduce costs and tap new markets. They also need the reliability, speed and quality that a mainframe platform provides. Software AG’s products deliver both. ”

Ingo Brandes | travel-BA.Sys GmbH & Co. KG | Germany



Natural screenshot

APPLICATION AND INFORMATION ARCHITECTURE



How do Adabas and Natural fit into changing IT strategies to work with today's solutions such as BI, SOA and Cloud computing?

In today's complex and diverse IT environments, Adabas and Natural can help organizations meet changing IT requirements based upon their ease of integration, standards support and high degree of interoperability:

- **Ease of integration** – Adabas and Natural easily integrate with many standard applications such as SAP, Oracle and Salesforce; across common solutions such as B2B, Business Intelligence (BI), Data Warehouse, Service-oriented architecture (SOA) and Business Process Management (BPM); and are, of course, seamlessly integrated with Software AG's webMethods suite.
- **Standards support** – Adabas and Natural support common manufacturer-independent standards, such as those for SQL, XML, Web Services, Java and so on.
- **High degree of interoperability** – Adabas and Natural can run on different systems, across platforms and connect to virtually any application—existing or new—in your application portfolio.

Custom applications based on Natural and Adabas can make your business-critical processes, rules and data easily accessible and useable enterprise-wide via services and browser-based user interfaces. Their open infrastructure enables easy integration with other standard enterprise databases such as Oracle, DB2 and Microsoft SQL Server; and everything is in an easy-to-use Eclipse-based development environment.

Adabas provides organizations with data reliability, flexibility and helps maintain fast data access, even when your data volume is constantly increasing. Using the standard Adabas interfaces, you can easily integrate business-critical data in real-time via SQL or native connectivity. Adabas quickly transfers your data where and when you need it, without having to perform a lengthy extraction process, whether that is to a business intelligence application, a data warehouse, for business process automation or to replicate data for disaster recovery.

Using Adabas and Natural give your company the necessary competitive advantage, because then you can flexibly choose which approach will provide you a better information overview and yield your optimum business value.

“ The combined agility and sustainability of Software AG's technology has enabled us to keep growing our business significantly over the last few years. ”

Anton Groom | Massdiscounters | South Africa

IT INFRASTRUCTURE



How can Adabas and Natural help my organization manage operating costs?

Adabas and Natural were designed to ensure long-term durability, adaptability and cost-effectiveness of your core business applications. This gives you choices that enable you to manage your operating costs as needed. For example, because Adabas and Natural use platform-agnostic technology, if you tune or rehost your systems, your existing fail-safe, scalable and low-maintenance Adabas and Natural applications can easily be run on a different platform, whether that is a mainframe, Linux, UNIX, Windows or virtualization environment.

You can choose and run on the platform that best suits your current business needs, without having to redevelop applications to do so. In addition, their high degree of interoperability

can help you avoid throwing away valuable investments. You don't have to spend money to replace your core systems in order to benefit from the latest technologies. Plus Adabas and Natural have minimal administrative costs and provide additional services that help you tune your existing mainframe systems, so you can lower your operational costs related to CPU usage and disk storage consumption.

At any point should your organization need some help or guidance on its path to IT infrastructure consolidation or modernization, to tune what should be kept or bridge any skills gap that may exist, we can assist you with a flexible combination of knowledge transfer, consulting or offshore services.



“Software AG’s technologies have allowed us to implement production logistics that no standard package has been able to provide. And we can select hardware and operating system platforms based on cost considerations.”

Johann Pausch | Rasselstein GmbH | Germany

ON THE PATH TO BUSINESS PROCESS EXCELLENCE



How can Adabas and Natural help my organization move forward with our business process optimization initiatives?

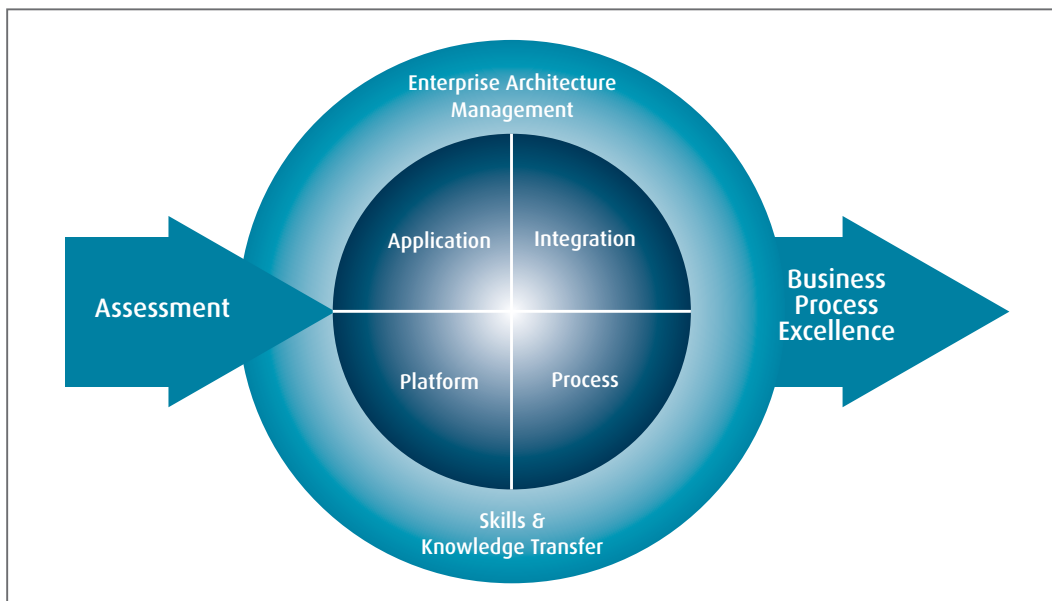
You can only manage what you can measure. Before optimizing key business processes, you first need to be able to measure them. With Software AG's integrated process discovery and intelligence capabilities, you can directly measure how your existing Adabas and Natural applications are currently contributing to your business success by using key performance indicators (KPIs).

With a value- and demand-oriented assessment approach towards modernization and the capability to start with either business' or IT's needs first, Software AG helps identify your unique, ideal modernization roadmap to maximize the value for your company.

Improving business processes continues to be one of the main drivers of IT modernization initiatives. To transform an application landscape and improve business flexibility, agility and cost effectiveness, requires a holistic approach that is well-planned

and executed based on a proven modernization methodology. For this you need a comprehensive resource analysis and a reliable modernization process methodology that takes into account the complete application ecosystem, i.e. all infrastructure components, the complete application and information portfolio, business processes from end-to-end, as well as the "human factor."

Software AG's process-driven IT Modernization Solution is based on a combination of 25 years of BPM experience with 40 years experience in custom core business applications. This all-in-one solution combines software, methodology and expertise to help you achieve Business Process Excellence. It bridges the worlds of Natural and Adabas to business process technology platforms and can address customer challenges at any level—from strategic business process improvement and architectural integration through to technical applications and platforms.



Process-driven IT Modernization

ADDITIONAL RESOURCES

Software AG promotes knowledge sharing and facilitates communication in a number of ways:

Developer Communities

Our Adabas and Natural communities are where thousands of Natural developers and Adabas DBAs exchange best practices, chat with experts in the discussion forums, get the latest product news and access valuable resources such as documentation, tutorials, code samples and online seminars (join at <http://communities.softwareag.com>). In addition, we support learning and development through Software AG's University Relations program.

User Groups

We support a number of national and international user groups that meet several times a year on topics of interest. Networking helps users with implementation and execution and allows members to exchange ideas and dialogue one-on-one with representatives from Software AG's Support and Product Development. The user groups provide important feedback that directly influences our future product development.

Statement of Direction

To find out more about recent and upcoming innovations for Adabas and Natural, you can find our statement of direction online: www.softwareag.com/adabas or www.softwareag.com/natural

Outsourcing, Services and Education

Platform-outsourcing capabilities, remote DBA, offshore resources and application services also provide you additional business options, should you need them. Software AG's Global Consulting Services (GCS) has flexible global delivery models, including local and regional, near-shore and off-shore development, which assure that we will apply the right expertise to your projects at the right cost.

Visit: <http://www.softwareag.com/corporate/service/gcs>

Our Global Education Services group provides your staff specialized training, so they can, in turn, train others in your organization.

Visit: <http://www.softwareag.com/corporate/service/training>

Provide Feedback or Request Information

For feedback, other questions or additional information, please contact your local Software AG office or send us an email at ETS-ProdMrk@Softwareag.com.

“Being part of the user group gives me a direct pipeline to product development. Working with Software AG's product developers helps me find the solutions I need quickly and effectively. As the data center management working group spokesperson, I communicate our needs directly with Software AG management and influence future product development.”

Helmut Keim | Bavarian State Tax Office | Germany

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	

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 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



**To find the Software AG
office nearest you, visit
www.softwareag.com**