



GLOBAL CONSULTING SERVICES

Transform your business and expand your capabilities

“Global Consulting Services enables us not only to reach our strategic goals, but surpass them and lead the way in the automotive sector. We especially appreciate Software AG’s innovative spirit and the great dedication of their team.”

Markus Lipinsky,
Managing Director,
Daimler Fleetboard GmbH



EXPAND YOUR CAPABILITIES

How transforming your IT will transform your business, with invaluable results

As proven yet again in recent years, businesses continue to face extraordinary challenges that require immediate action. With the recent economic downturn and increasingly competitive environment, businesses rely even more on their IT for cost-effective and flexible solutions that help them meet their needs.

Certainly this by itself is nothing new, and enterprises have found workable solutions to-date to make their IT more efficient. However, new capabilities around Business Process Management and Service Orientation can enable long-term sustainable business solutions and also offer the opportunity to transform IT to a new level of business alignment previously thought unachievable.

At Software AG Global Consulting Services, a strong team provides you a comprehensive portfolio of IT Transformation services, including enterprise-wide BPM and SOA

adoption using a blend of technology, methodology, architecture and strategy. Through the expertise of our global consultants, we support the delivery of comprehensive programs that will fundamentally transform the way your business and IT work together, in order to better meet your business needs now and in the future.

And Software AG is an international enterprise with a global customer base and 40 years of success on the market—so you can count on us to help make your IT transformation successful—faster.

Align your technology with your business and achieve transformative results that deliver real value. We'll show you how!



Ivo Totev

*Member of the Software AG
Group Executive Board*





VERSATILITY FOR GLOBAL CHALLENGES

Equip your business for the unpredictable with IT Transformation

You know your enterprise can be adversely affected by transformative business events, both within and outside your control. But determining the business solutions that will meet those varied business challenges—now and in the future—can be a daunting undertaking.

As external environments change, the disparity between your IT needs and your capabilities can increase. Internally, as your business grows and changes, your IT can become less responsive.

What challenges are you facing? Perhaps you need to manage a merger and acquisition. Maybe you've chosen to outsource a critical business process. Or, you could simply be looking to reduce costs and improve your quality of service. Your goals may vary widely, and the foundation your enterprise relies on to achieve them is made up of more than just the technology your IT department works so hard to provide.

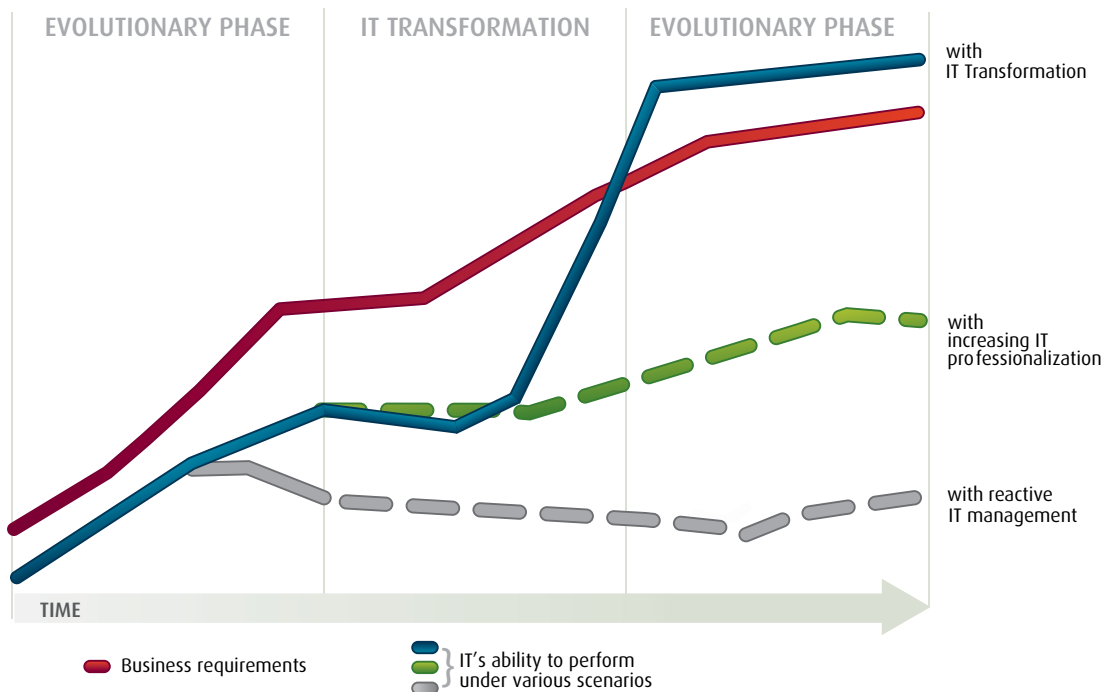
Most IT systems were not developed to allow an organization to manage current

business imperatives holistically. Often, the organization is not structured to manage the business from a high-level overview. However, that's exactly the way a business must be viewed in order to stay competitive.

IT Transformation gives your organization that essential broad-picture view, as well as the best tools and the smartest strategy. So you'll be able to optimize your resources to meet your changing business requirements now—and in the future.

THE ABILITY OF IT TO ADDRESS CURRENT AND FUTURE BUSINESS NEEDS

IT Transformation enables you to address both today's needs and tomorrow's challenges.



Tobias Minkwitz, SVP Global Consulting Portfolio and Competence Centers

YOUR BUSINESS IS LIKE NO OTHER

IT Transformation shapes your technology to your unique needs

Even competing enterprises in the same industry have unique needs. And those needs require much more than one-size-fits-all solutions. IT Transformation helps enterprises develop the

right solutions for their particular organizational challenges. So they can regain agility, flexibility, and adaptability, while improving performance.

Does your enterprise need to:



Extension

Better secure your existing investments?

Better secure your existing investments by enabling IT assets to do more, while following a clearly defined and enforced governance model.

A leading electronics company needed to speed process cycles, but could not automate business processes in the standard ERP applications without heavy customization. As a result, they were forced to execute many business processes manually. With the introduction of an independent business process management platform, the company is now able to efficiently manage and monitor business processes running outside the ERP system. As a result, they have eliminated bottlenecks and shortened decision-making processes.



Slaven Misetic, Head of Global Consulting Services Eastern Europe & Russia



Harmonization

Develop and enhance synergies throughout your organization?

Create efficiencies by establishing architectural and technological standards throughout the entire IT landscape.

A logistics service provider was facing a complex application landscape. The goal was to harmonize the environment and allow for controlled variation and flexibility—all in a standardized, repeatable, manageable way. The sophisticated enterprise approach included a detailed reference architecture based upon standards and principles that were created by the newly established center of excellence. The IT Transformation program enabled the diverse applications and architectures to co-exist in a standardized environment, balancing business optimization with IT flexibility, while reducing maintenance efforts and costs.



Consolidation

Lower both operations and maintenance costs?

Lower your operations and maintenance costs by reducing complexity in your hardware and software landscapes.

A publicly-held company hosted several business applications on their mainframe and UNIX environments, exposing the company to significant hardware and software costs, and preventing them from quickly responding to changing requirements. In addition, the effort and cost of multiple platforms were unsustainable. To overcome these challenges, the mainframe-based application was migrated to the UNIX environment quickly, and with no impact on business operations. Results included annual cost savings of over US \$1 million, and a 30% increase in operational system performance.



Steve Keys, Head of Global Consulting Services Asia-Pacific, Australia, Japan & China



Replacement

Identify components that hinder your performance?

Identify the components that are crippling your IT strategy and cannot be modernized. Define and execute a clear phase-out and replacement process with the lowest overall cost.

A global information technology provider was unable to effectively manage and control procurement processes. Different countries used different applications with different underlying business processes. The structure was extremely difficult and expensive to maintain, and left them unable to comply with regulations. To improve their situation, they implemented a centralized procurement platform based upon standardized processes. Costs were reduced by monitoring and optimizing the global supplier portfolio. In addition, processes could be controlled and mandatory approvals enforced to comply with regulatory requirements.

Damian Lopez Gonzalez, Head of Global Consulting Services Spain & Portugal



Integration

Reuse more of your existing functionality?

Reuse more of your existing business domain functionality by making integration points easily available.

A financial services company was facing a slow time to market due to redundant and inconsistent customer information applications. They were often forced to make manual verification checks and credit worthiness decisions. Therefore, they decided to integrate their various applications with a central SAP CRM module, enabling the applications to share relevant information, and partially automating the processing of financing requests. The company improved their time to market and significantly increased customer and business partner satisfaction. In addition, they were able to simplify their customer data maintenance and qualification efforts.

Eran Alroy, Head of Global Consulting Services Israel



Innovation

Get and stay ahead of your competition?

Employ new architectural concepts and technological innovations to develop new business models that deliver a competitive advantage.

A logistics service provider enlisted enterprise mobility and real-time monitoring to enable management to see their supply chain in action, in real time. The company can now dynamically manage resources in the field and reallocate as needed. They are more responsive and able to provide better customer service. In addition, new mobile solutions have reduced costs and seamlessly integrated with billing and order management applications.

IT Transformation at DHL Global Forwarding, Freight

Within a record time of 4 months, Software AG, and its technology partner Sopera, reached the first milestone in their global IT integration project with DHL's Global forwarding, Freight division.

"Integration Backbone" is an IT transformation project with three main targets: integrate the heterogeneous IT landscape, reduce the complexity of IT applications, and lower IT costs in a sustainable manner. The solution, based on Software AG's webMethods platform, can be seamlessly integrated into any ERP system, which gives the DHL Global Forwarding, Freight division complete freedom in selecting which system to roll out.

Paul Schwefer, COO of DHL's Global Forwarding, Freight division states, "By integrating our heterogeneous IT landscape, we are able to integrate our business processes more closely into the IT system, optimize them in a sustainable manner, and respond more flexibly to the demands of our customers. This will enhance our competitiveness significantly."

Source: Joint Software AG and DHL Global Forwarding, Freight press release - July 29, 2010

TECHNOLOGY SHAPED BY YOUR BUSINESS

Our integrated IT Transformation approach combines and optimizes your existing and new resources, leaving you equipped to tackle current and future challenges. We'll work closely and directly with you to conquer implementation challenges with integrated work streams that focus on the core IT Transformation components.

To ensure your design principles and decisions are scalable, they must be consistently reviewed and adhered to by your entire organization. That's why we'll help you establish IT Governance and IT Processes to effectively control your organization, architecture and technology.

We'll assist you in defining and implementing the sustainable standards, policies, procedures and tools you need to:

- Govern and support decision-making
- Balance global and local control
- Develop, run and maintain your solution landscape
- Continuously monitor and improve

The result? You'll align your business with your IT capabilities, smoothly integrating the core components that lead to an efficient and sustainable future for your company.



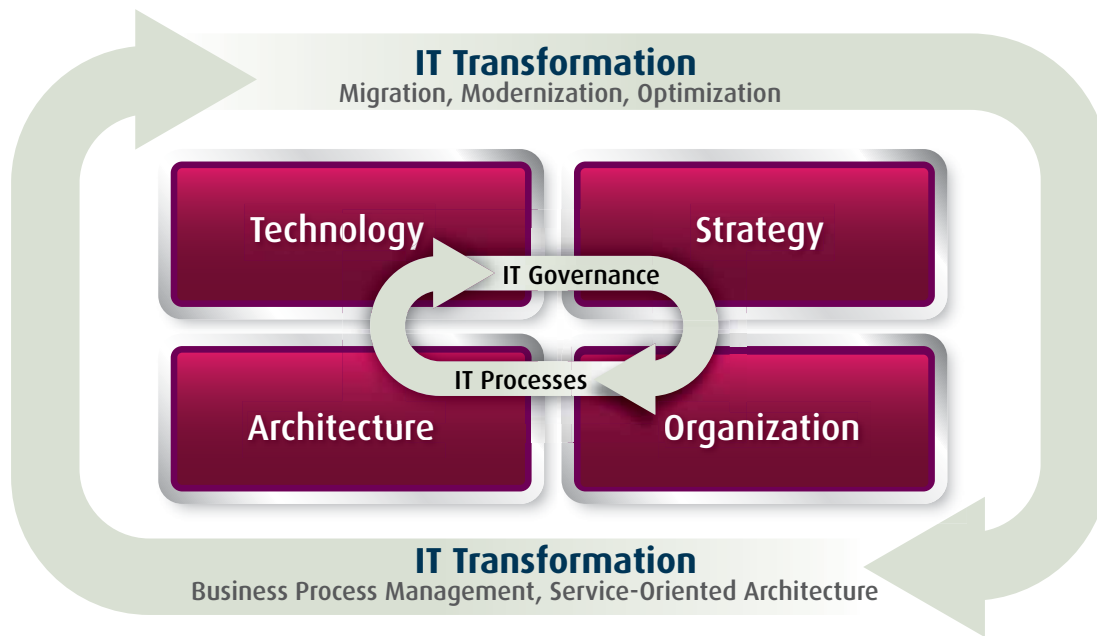
Ines Thornburg, Head of Global Consulting Services North America

Technology

We begin by analyzing your current portfolio. Then we define and establish the application, integration and infrastructure environment that will help you reach your goals. The result is a portfolio that can be maintained efficiently and affordably.

Strategy

We establish a foundation for your transformation by clearly defining goals, deliverables, and milestones. Our consultants work with you to develop an integrated, customized strategy based on your organization, technology, and architecture. We provide extensive guidance and assistance on financial justification and stakeholder buy-in.



A well-governed IT Transformation program management approach, based upon a proven methodology, is crucial for your success.

Architecture

Whether it's business process architecture, system architecture or data architecture, we'll help you define the most suitable blueprints for your unique needs.

Organization

Our consultants help you design and implement an organizational structure that fully supports your new strategy. We'll identify and define required resources, skills, roles and responsibilities, and goals and incentives. And, we'll help you lead your organization through the change to facilitate a smooth transformation.



*Björn Brauel, Head of Global Consulting Services
BeNeLux & Nordics*



*Gary Halfpenny, Head of Global Consulting Services
United Kingdom & South Africa*

“Software AG’s consultants have once again confirmed the positive impression that they made on us in past projects. Technical expertise is coupled with the commitment to implement all requests immediately. These solution skills should serve as an example to the industry.”

Sven-Torsten Huster, CIO and COO, Volkswagen Financial Services AG, Germany



FLEXIBLE, INNOVATIVE DELIVERY

Our people are local—Our resources are global

Global Reach

We deliver the right expertise, at the right cost, right when you need it. Our resources include more than 2,000 consultants worldwide, as well as flexible delivery models, including local, regional, near-shore and offshore. Our Global Competence Centers collect, nurture and share knowledge gained in projects implemented around the globe, including best practices and proven methodologies.

Local Expertise

Our consultants are strategically located around the world, so your projects benefit from their specialized insight. We know the local language, regulations and business customs, so we're able to optimize your projects and speed delivery.

Onsite-Offshore

Our unique delivery model equips us to accelerate your projects by distributing and exchanging work between onsite teams and offshore consultants. Our experts are there for you—not only during your business hours, but also across global time zones. It all leads to increased productivity and faster implementation of your projects. Progress on your most important efforts never has to stop overnight. And you'll see more success, faster.

Partners

Our partner network supports and enhances our Global Consulting Services, so none of your questions remain unanswered.



*Arno Theiss, Head of
Global Consulting Services Latin America*



*Klaus Katz, Head of Global Consulting Services
Germany, Austria & Switzerland*

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	
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Jordan	
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Malaysia	
Mexico	

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office nearest you, please
visit 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 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.

