



# University Relations

Education is the foundation of business innovation. To ensure the success of young business and IT professionals, close collaboration between the private sector and academia is essential. Market-oriented curricula give graduates entering the job market an excellent head start and are an ideal basis for academic research projects. As a leading provider of software for Business Process Excellence (BPE) and service-oriented architecture (SOA), Software AG is dedicated to sharing its expertise with the business leaders of tomorrow.

Software AG is committed to working with institutions of higher learning. Our University Relations Program features a wide variety of collaboration opportunities. The program provides colleges and universities around the

world with full versions of our software free of charge or at a significant discount. University Relations aims to give students access to the best possible training and hands-on experience in cutting-edge technologies.

Our program offering includes:

- Guest lectures
- The ARIS Education Package (AEP)
- The Campus Connect Project Package
- Individual software licenses
- Company visits
- Collaboration on bachelor's and master's theses / internships
- Innovation promotion
  - Seeding
  - Research projects
  - Business start ups
  - Process excellence centers

## GUEST LECTURES

To kick off your partnership with Software AG, we recommend taking advantage of our offer to speak at your institution. Highly qualified Software AG staff members are available to visit your classes. Get to know them and talk to them about the latest IT topics. If you are interested in scheduling a lecture, please contact us well in advance.

In the next collaboration step, we provide various self-explanatory packages of teaching materials. They can be used in a class setting or as independent study projects and enable students to work with commercial software on real business scenarios. They require minimal additional effort on the part of the instructor. The pa-

## University Relations Program



ackages feature different topics that can be selected to match specific academic goals.

### **ARIS EDUCATION PACKAGE (AEP)**

The AEP supports leading institutions of learning that offer courses in business process management. We provide the core ARIS products and a business-based scenario.

Scenario: The AEP is based on a fictitious auto manufacturer that urgently needs to modernize its IT and process landscape. UNITED MOTORS GROUP (UMG) is a global corporation with more than 50 years of experience in the market. UMG operates in a dynamic market, and sales are down. For this reason, the company's board wants to change its overall strategy and increase the Group's efficiency and revenue, expand its range of models, and reduce storage costs. It wants to optimize and expand the entire product portfolio.

Assignment: Students play the role of consultants from a virtual IT consulting firm that has been contracted by UMG's board to help the company implement the new strategy.

The AEP has two modules depending on your academic focus:

- Process Design & Analysis (PD&A)
- Process Intelligence & Performance Management (PPM)

### **ARIS Education for Process Design & Analysis (PD&A)**

If your course content focuses on the analysis, optimization and simulation of business processes, this module is for you. Students will examine roles/responsibilities and work flows. They will learn about the organizational, structural and technical issues associated with processes and how to address them. ARIS provides students with experience in information modeling, business process modeling and business process optimization.

### **ARIS Education for Process Intelligence & Performance Management (PPM)**

What can't be measured can't be optimized. If you agree with this, then you know that process intelligence and performance management are the best ways to improve an enterprise's financial and operational performance. This module gives students insights into measuring key performance indicators (KPIs)



of operational processes. They learn to develop an objective decision-making platform that enables problems to be displayed and addressed in real time.

Academic discount: €2,900 for a 12-month department license for one focus module or €4,900 for both modules.

### **CAMPUS CONNECT PROJECT PACKAGE**

This package is a full term independent study project, which requires students to develop a cutting-edge process-driven campus management system.

Scenario: The subject of Campus Connect is a virtual university that needs to become more flexible in order to better react to change. It wants to achieve this by optimizing its processes through an efficient, service-oriented IT infrastructure. The task at hand is to evaluate the existing heterogeneous applications, optimize them, and integrate them into a service-oriented architecture (SOA) in a flexible and process-driven way.

Assignment: Students play the role of employees of a virtual IT consulting firm. They must form a project team consisting of the typical roles of an IT project, such as project leader, analyst, system architect, GUI designer, business process manager, etc. The first phase of the project revolves around team work, project management and effective time management.

The project touches on the total academic life cycle, with a particular focus on enrollment and exam registration. The package includes interviews with the virtual university's staff and students which allow project participants to identify their tasks.

Campus Connect has two modules depending on your instructional focus:

- Campus Connect SOA
- Campus Connect BPM

The project package is also ideal for interdisciplinary work between business and computer science departments.

Campus Connect is free of charge.

### **Campus Connect SOA**

Students with the SOA focus utilize Software AG technology to integrate provided applications and freely available Web services in a service-oriented architecture. The resulting browser-based interface allows multiple user groups to access the underlying system. This focus is particularly interesting to computer science and business information systems majors.

## Campus Connect BPM

Students with the BPM focus utilize Software AG technology to optimize the business processes of the virtual university. They create a process landscape and model the IT infrastructure. To conclude the project, students present a process overview to their professor, who represents the virtual university's president or dean. This project addresses business management and business information systems majors.

## INDIVIDUAL LICENSES

In addition to our user-friendly AEP und Campus Connect packages, we also offer teaching staff complimentary individual licenses for our webMethods, Adabas and Natural products for teaching and research purposes. Furthermore, individual licenses for our ARIS products can be purchased at 90 percent off the regular price.

## COMPANY VISITS

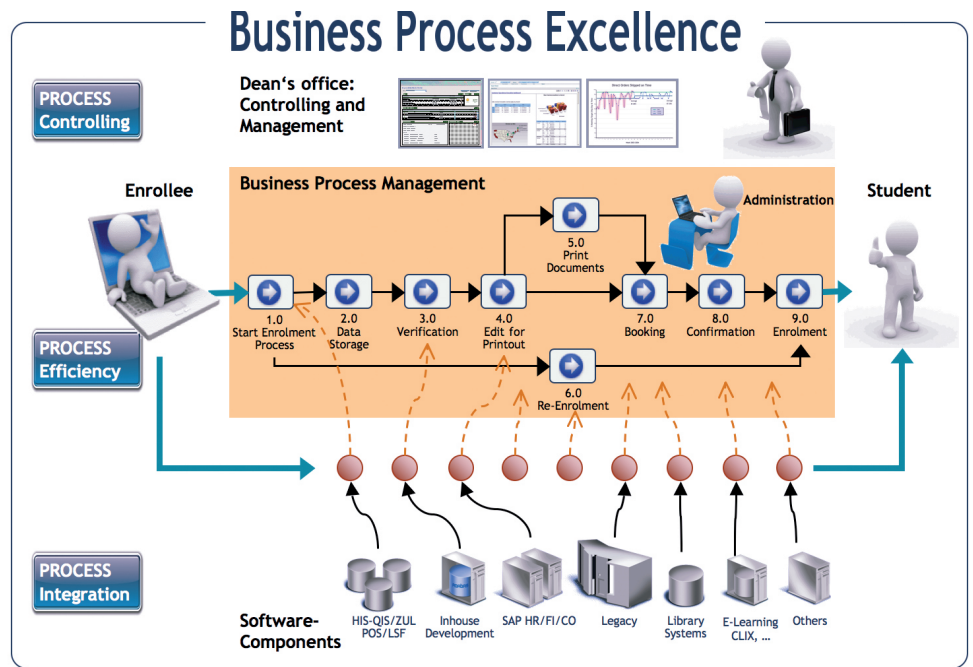
Are your students interested in learning about what goes on behind the scenes at a software company? We invite you to visit our corporate headquarters in Darmstadt, Germany or any of our subsidiaries.

## BACHELOR'S / MASTER'S THESES & INTERNSHIPS

As part of our research activities, we offer students the chance to write their thesis in cooperation with Software AG, using our technology to develop or research. For more information, go to the Careers section of our website where you will find all student work opportunities. Software licenses for our products must be solicited by the advising professor.

## INNOVATION ADVANCEMENT

Have you worked with Software AG technology and would like to broaden your collaboration with us? A strategic partnership offers various ways to do this.



## AEP and Campus Connect are...

...**market-oriented**: Students gain hands-on project management experience and valuable team work skills using commercial software.

...**flexible**: Students can choose tasks within a project scenario depending on their academic focus and individual interests.

...**easy to use**: Self-explanatory teaching materials, e-learning, documentation, assignment descriptions, sample solutions and an intuitive getting started guide are all included.

...**ready to use**: You receive a pre-installed IT environment configured on virtual machines.

...**supported**: Students and faculty staff can find answers to their questions in moderated communities at: <http://communities.softwareag.com/universities> and <http://www.ariscommunity.com/>

...**results-oriented**: After completing the project, participating students receive a Software AG certificate to enhance their job applications with Software AG or any of Software AG's 4,000 customers worldwide.

## Seeding

Do you have a brilliant idea that you would like to share with us? We are eager to support and fund ideas and projects that generate win-win situations through use of our software.

## Research Projects

Has your previous collaboration with us inspired you to create something new? Then take advantage of a research partnership with us. We provide your institution with the needed software free of charge for research projects and help you achieve your vision.

## Start-Ups

We are an enthusiastic partner for making visions become reality and helping entrepreneurs. We offer extensive expertise in starting a business as well as financing on an individual basis.

## Process Excellence Centers

Would your university like to establish itself in a specific industry? Then become a process excellence center with the help of Software AG. Use our products to design industry-specific standard processes. Software AG can support you in creating a marketing concept for your innovation.

## WHAT'S NEXT?

**Interested in learning more? Then take a look at the four steps to a successful, long-term collaboration.**

**Learn** about the latest developments in our University Relations Program.

For more information, visit:

[www.softwareag.com/university](http://www.softwareag.com/university)

**Register** on our website and order our software or one of our packages. The offer is available to teaching staff at all officially accredited institutions of higher learning. Students are asked to register through a professor.

[www.softwareag.com/university-license](http://www.softwareag.com/university-license)

**Use** the comprehensive offering of our University Relations Program and let us take care of the rest. From guest lectures to company visits and projects—we are here for you and would be glad to lend our support.

[university@softwareag.com](mailto:university@softwareag.com)

**Broaden** a trust-based partnership for teaching and research. Take advantage of the opportunity to write a joint publication or research project. Use the collaboration as a reference.

## 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

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