



ACCELERATING CUSTOMER SUCCESS

For nearly four decades, we've helped customers get there faster.

WHO IS SOFTWARE AG?

To **customers**, we are the company whose innovative Adabas, Natural and webMethods solutions forever improve the way they manage transactional information, leverage existing IT investments, accelerate integration, and fuel business innovation.

To **industry analysts**, we are recognized as a “Leader” in the emerging business infrastructure areas of Service-Oriented Architecture (SOA) and Business Process Management (BPM).

To **investment analysts**, we represent a solid company with the majority of the Global 100 companies as clients, and a proven, predictable record of growth.

To **our 3,600 employees**, we are a world-class employer, providing the rare combination of stability plus a highly exhilarating, cutting-edge environment.

And to all of the above, we are known by our brand promise: Our solutions help companies achieve business results and competitive differentiation **faster**.



THE COMPANY

- Nearly 40 years of recognized software expertise
- Headquartered in Darmstadt, Germany
- US headquarters in Reston, Virginia
- Offices in more than 50 countries
- More than 4,000 global customers in 70 countries
- Profitable \$1 billion company
- One of the 25 largest enterprise software vendors
- Leading independent Business Infrastructure Software provider
- More than 65 global business and technology partners

*Karl-Heinz Streibich
Chief Executive Officer
Software AG*

For nearly four decades, we've been measuring our success by our customers'.



300%
faster return on investment (ROI)

Hibernian Insurance achieved ROI faster than projected as they reduced policy processing time from seven days to seven minutes using Application Modernization and SOA.



- Application Development
- Application Modernization
- Business Activity Monitoring (BAM)
- Business Process Management (BPM)
- Data Management
- Enterprise Service Bus and Integration
- Service-Oriented Architecture (SOA) and Governance



- Positioned in the Leaders Quadrant of Gartner, Inc.'s Magic Quadrant* for SOA Governance Technology Sets, 2007
Gartner, Inc., Magic Quadrant for Integrated SOA Governance Technology Sets, 2007, L. Frank Kenney, Daryl C. Plummer, December 31, 2007
- Positioned in the Leaders Quadrant of Gartner, Inc.'s Magic Quadrant for Business Process Management Suites, 2007
Gartner, Inc., Magic Quadrant for Business Process Management Suites, 2007, Janelle B. Hill et al, December 14, 2007
- A leader in the Forrester Wave™: Integration-Centric BPM Suites, (Q4 2006) (December 20, 2006)
- A leader in the Forrester Wave™: SOA Service Life-Cycle Management, (Q1 2008) (January 28, 2008)
- A leader in the Forrester Wave™: Human-Centric BPM for Java Platforms, (Q3 2007) (August 3, 2007)
- Highly ranked (webMethods) in SOA and BPM, AMR Research, "SOA and BPM for Enterprise Applications: A Dose of Reality," by Bill Swanton and Ian Finley, May 31, 2007
- #1 in Application Integration, ebizQ Readers Choice Awards
- Best SOA BPM Engine, Web Services Journal, Readers Choice
- Best in Class, 11 Categories, 2007 SOAWorld Readers Choice Awards



29 years



Penn State implemented Adabas and Natural decades ago, and today these products form a strong foundation for an SOA.

80% savings



Motorola saved on project repair cost using webMethods SOA and Business Activity Monitoring.

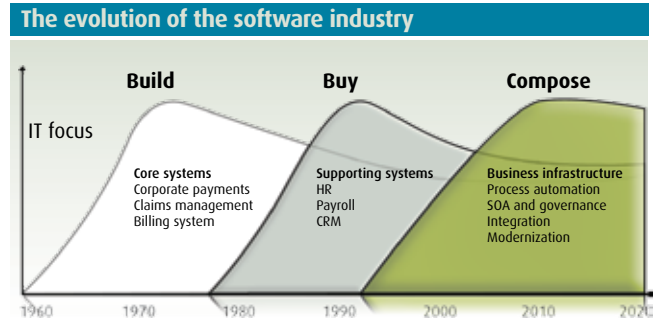
* The Gartner Magic Quadrants are copyrighted (December 14, 2007 and December 31, 2007) by Gartner, Inc., and are re-used with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure 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.

THE RIGHT TECHNOLOGY FOR THE RIGHT TIMES

When software emerged in the 1960s and '70s, companies deployed masses of programmers using C, COBOL, and other specialized programming languages to build customized applications. However, in this "Build" era, custom applications could take years to complete and required highly specialized skills.

To help businesses build their applications faster, Software AG introduced Natural, one of the first 4GLs (fourth generation languages). It is renowned for its simplicity, requiring fewer lines of code for a given task than any other development environment. And, Software AG released Adabas, one of the world's first and fastest databases for online transaction processing (OLTP) which today is capable of processing 300,000 transactions per second. Decades later, both Natural and Adabas remain at the core of mission-critical systems worldwide.

In the 1980s and '90s, packaged software solutions that helped organizations to streamline common processes entered the market. In this "Buy" era, packaged solutions helped optimize IT investments, but offered limited differentiation and still required considerable programming efforts and customization. Software AG's use of open standards vastly improved interoperability between packaged and custom-built systems, enabling organizations to take a quantum leap closer to operational goals.



As we evolve from the "Build" and "Buy" eras, Software AG's Business Infrastructure Software portfolio enables organizations to achieve the efficiency benefits they wanted all along and receive the "pay-off" from decades of IT investments and efforts.

The "Compose" era offers real pay-off

Now as we evolve from the "Build" and "Buy" eras, Software AG's Business Infrastructure Software portfolio ushers in a new "Compose" era, enabling organizations to finally achieve the efficiency benefits they wanted all along, and also receive the "pay-off" from decades of IT investment and efforts.

What is Business Infrastructure Software? It is the seamless combination of a variety of leading technologies that enable improved operational agility and performance – primarily using existing investments.



35%
reduction in inventory

Nissan Europe reduced overall vehicle inventory by nearly 35% within three years, enabling them to attain global corporate targets.



99%
perfect

Johnson & Johnson Health Care Systems perfected order performance using webMethods Business Activity Monitoring.

Business Infrastructure Software includes:

Business Process Management (BPM) enables organizations to monitor, improve, and build new business processes – such as receiving, processing and shipping an order. Most importantly, this can be achieved without complex programming, without regard to the underlying systems, and without reliance on highly skilled specialists.

Service-Oriented Architecture (SOA) enables organizations to increase the flexibility and agility of their IT environment by re-using IT services to compose new solutions. This not only saves financial and staff resources, but also facilitates quicker project delivery. SOA Governance helps ensure project success by adding transparency and clarity to responsibilities, policies and processes.

Enterprise Service Bus (ESB)/Integration technology utilizes the SOA paradigm to connect disparate systems, applications and databases within and across corporate boundaries, eliminating redundant effort while providing amazing end-to-end operational efficiency and cost savings.

Application Modernization enables organizations to leverage existing investments in core systems by making them accessible via the Internet and by exposing key functionality as standards-based services for re-use in a Service-Oriented Architecture.

Application Development and Data Management are at the center of mission-critical systems, and continue to provide expanded functionality to meet the ongoing needs of the business.

720
stores

Ahold Netherlands, a leading supermarket chain, automated their supply chain at 720 stores, resulting in dramatic operational savings.



GET THERE FASTER

Leverage, integrate and innovate with Business Infrastructure Software

- > Monitor business operations in real time
- > Integrate systems and partners
- > Orchestrate and manage re-usable services
- > Automate and manage processes
- > Govern and improve business structure



- < Manage mission-critical data
- < Access information instantly
- < Modernize existing systems
- < Build new business applications

The Adabas, Natural, CentraSite and webMethods brands comprise the new Software AG Business Infrastructure Software suite, providing seamless capability to manage transactional data, leverage investments, integrate information silos and accelerate process improvements.

Extract more value from existing investments and fuel innovation

Using Business Infrastructure Software, customers can modernize existing systems and fuel business innovation without having to “rip and replace” current IT investments. Most importantly, they can deliver these results – faster.

Delivering results faster means re-using existing assets to reduce IT backlog. It means delivering new applications in just a few weeks or months. It means creating new processes in just hours. And it means making faster, smarter business decisions. With Software AG, customers’ existing technology and budget can be leveraged to quickly meet business goals.

Make better choices

Until now, businesses had one of two choices when evaluating technology vendors: choose the vendor with the broadest portfolio, but forgo best-in-class technologies, or choose a host of pure-play, best-of-breed vendors, but spend more time, resources and cost on integration. Software AG offers the best of both worlds by providing a highly modular portfolio that is both well-integrated and based on open standards to help deliver results faster. Our open and standards-based architecture preserves and layers over existing investments to deliver greater results from our customers’ budgets and resources.

For example, customers use application modernization to expose data and business logic on their mainframe into services that can be re-used within their new enterprise-wide Service-Oriented Architecture.

These services are combined with services from other departments or third-party providers to create new composite applications and business processes and then extended to business partners using Business-to-Business (B2B) integration. SOA Governance manages service usage through their entire lifecycle, and everything can be monitored and controlled in real-time with Business Activity Monitoring.



\$30-50 million saved

Washington State University saved time and money by providing desktop access to legacy data without “ripping and replacing” existing technologies.



70% re-use

DWS Investments achieved a time-to-market advantage of almost 1.5 years ahead of its competition by re-using SOA functionality.





\$6 million

estimated savings per year

New York City Department of Buildings ◀
saved its customers \$6 million by
providing instant access to building
permit and license information online.

GLOBAL REACH, SERVICES & SCOPE

Count on us everywhere customers do business

To assure that our customers' goals are met on time, and on budget, we've wrapped a full suite of services around our products.

We invest in customers' success

We put "customers first" and are willing to prove it in real and measurable ways. When considering a critical business initiative, it isn't just about choosing the right technology. It's about uncovering the exact business problems, understanding the potential ROI, aligning all stakeholders around the vision, and rolling out the project on time and within budget. We've assembled a unique blend of services called CustomerFirst – all of them aimed at helping customers achieve their desired end-result. CustomerFirst is comprised of three sets of accelerator services:

- **Assessment Accelerator**
Analyze current business challenges and recommend a proven solution that meets financial and operational goals.
- **Business Case Accelerator**
Define the solution that best solves key challenges and build the business case to get the project approved and funded.

- **Deployment & Results Accelerator**

Roll out projects on time and within budget, measure progress and success, and identify new opportunities for continuous improvement.

Expanded services and partner channel to accelerate results

Customers benefit from our size and global reach. Software AG offers a team of over 500 service professionals and 65 partners who understand industry-specific needs and know how to make each project successful — faster. And as testimony to our leadership in Service-Oriented Architecture, our CentraSite community boasts 40 technology partners. Leading systems integrators like Accenture, Capgemini and Tata Consulting have partnered with us, which not only is a vote of confidence in our technologies, but also provides valued, enhanced resources to clients in any industry, with any challenge, in virtually any corner of the world.

We measure our success by our customers'

Delivering business results — faster. This brand promise is fundamental to everything we do. It's the way we develop our products to encourage ease of use. It is the way we choose what services to offer to make projects go live faster. In fact, we even measure our success by the number of our customer go-live events — with an average of three or more of our customers going into production with a new project every business day.



\$5 million
saved

Lenders First Choice saved with SOA, representing a 120 percent return on investment over 5 years.



13x increase
in e-transactions

Corporate Express created an Integrated Service and Supply System and significantly grew electronic transactions from suppliers.

A trusted choice in many industries



Financial Services

American
Community Mutual
Insurance
American Fidelity
Assurance
GE Money Bank
HPI
HSBC
KAS Bank



Public Institutions

Aylesbury Vale
District Council
Bristol City Council
California
Contractors State
License Board
Canal de Isabel II
NYC Buildings
Seguridad Social
The Welland
Partnership
US Department of
Defense



Travel & Transport

Aldeasa
Belgian National
Railway Company
Corporate Express
Deutsche Bahn
D'leteren
Deutsche Lufthansa
Scandinavian
Airlines



Media & TelCo

ANF AC – Tradise
Telefónica
Vodafone
ZDF



Retail & Manufacturing

Apollo Optik
Best Buy
DaimlerChrysler
Elektroskandia
Ferrovial
Motorola
Nissan

Software AG employs experts with impressive industry-specific experience to assist in pre-sale ROI analysis, as well as post-sale implementations.

140
markets

Fonterra delivers dairy products faster and more accurately using webMethods BPM and BAM for order visibility and real-time response.

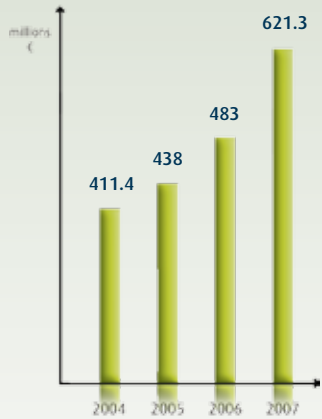
80%
increase



The Treasury Department of Puerto Rico increased payments of municipal tax transactions resulting from a new single-view-of-customer Web portal.

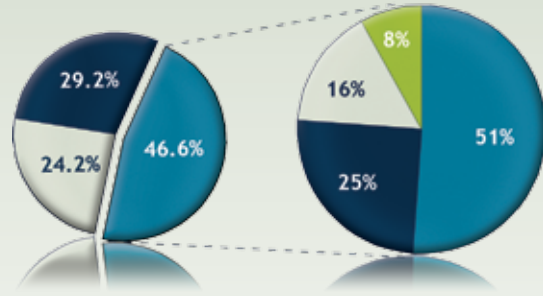


Revenue growth in millions of Euro



Software AG has a proven, predictable record of growth.

Shareholder structure



Shareholders' structure, as of January 2008*

■ Software AG Foundation**	29.2%
■ Identified institutional investors	46.6%
□ Unknown (private and undisclosed institutional investors)	24.2%

Regional split of identified institutional investors**

■ Germany	51%
■ United Kingdom	25%
□ Rest of Europe	16%
■ North America	8%

* Source: Thomson Financial

Actual amount of shares outstanding: 28,539,455 (January, 2008).

** In the 1990s, Dr. h.c. Peter M. Schnell, founder of Software AG, converted his shares in Software AG to form the Software AG Foundation. The Software AG Foundation is now Software AG's largest shareholder. The Foundation funds projects in such areas as education, therapeutic pedagogy, care for the young and old, environmental protection, organic farming and complementary medicine. The Foundation spends approximately 20 million euros annually on such charity projects, making it one of Germany's largest non-profit foundations.



30
years

Hong Kong Air Cargo Terminals Limited garners more than 80 percent of the total air cargo business, thanks in large part to its decades-long investment in Software AG technology.



2 million
citizens

Municipality of Vienna citizens now have improved access to information through Natural-based online services.

YOUR CHOICE FOR STABILITY & INNOVATION

While customers value our rigorous commitment to product leadership and customer satisfaction, those benefits would be meaningless without long-term financial stability. In the enterprise software industry where consolidation makes headlines nearly every month, choosing a technology vendor with financial stability is key for protecting years of IT effort and potentially millions in investments.

In summary, Software AG offers:

- A safer investment
- Financial stability
- A comprehensive product suite from one vendor
- Open standards assuring compatibility with current investments
- Innovative, best-of-breed technologies as ranked by the leading analysts
- And time and cost savings that come from an integrated suite

For a proven, global, independent leader in Business Infrastructure Software, there is now one clear choice — Software AG.



6 weeks

to on-board customers

- ▶ **TD Banknorth** accelerated on-boarding of customers attained through acquisitions using webMethods.

Global Presence

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

Headquarters

Uhlandstraße 12
64297 Darmstadt
Germany
Phone +49 (0) 6151 92-0
Fax +49 (0) 6151 92-1191

11700 Plaza America Drive
Suite 700
Reston, Virginia 20190
United States of America
Phone +1 703 860-5050
Fax +1 703 391-6975

www.softwareag.com



About Software AG

Software AG is the world's largest independent provider of Business Infrastructure Software. Our 4,000 global customers achieve measurable business results by modernizing and automating their IT systems and rapidly building new systems and processes to meet growing business demands.

Our industry-leading product portfolio includes best-in-class solutions for managing data, enabling service-oriented architecture, and improving business processes. By combining proven technology with industry expertise and best practices, our customers improve and differentiate their businesses – faster.

Software AG – Get There Faster