Product portfolio

We reimagine integration, spark business transformation and enable fast innovation on the Internet of Things so you can pioneer differentiating business models. We give you the freedom to connect and integrate any technology—from app to edge. We help you free data from silos so it’s shareable, usable and powerful—enabling you to make the best decisions and unlock entirely new possibilities for growth.
50 years of customer-oriented innovation

→ Adabas & Natural
For 50 years, Adabas & Natural (A&N) has stood for fast development, modernization and reliable operation of business-critical applications for large companies and public institutions. Companies rely on A&N functions for high-performance data processing to optimize their existing systems and reap the maximum benefit from them. Software AG’s 2050+ agenda enables its customers to modernize their own unique A&N applications and supports their digital enterprise transformation over the long term.

→ Alfabet
Alfabet is Software AG’s product for IT portfolio management and enterprise architecture management. Alfabet helps companies make the right investment decisions and reduces transformation risks by illustrating when, where, how and why they need to make adjustments to the IT portfolio. The Alfabet suite connects the IT, business, finance and risk perspectives and unites them to show how IT can support business changes.

→ Apama
Apama Streaming Analytics products deliver continuous data stream analysis so customers can quickly derive intelligent and automated measures from it. Apama analyzes huge data streams and is the most complete solution on the market for turning data streams—like those produced by the Internet of Things (IoT)—into meaningful real-time metrics.

→ ARIS
ARIS (Architecture for Integrated Information Systems) is a scientific method for describing business processes. The ARIS software product family that is based on it enables process analysis, modeling, implementation and measurement and optimization. Companies use ARIS to fully optimize their business and IT, to ensure compliance with internal and external rules, regulatory requirements and standards, and to manage risks efficiently. ARIS users benefit from transparent, controlled, agile, easy-to-use processes.

→ Cumulocity IoT
Cumulocity is an innovative solution for the Internet of Things (IoT) that connects networked digital devices and sensors in the Internet of Things using an IoT device management and application enablement platform. It enables businesses to integrate their IT applications with their IoT devices—faster, easier and better.

→ TrendMiner
TrendMiner is an intuitive web-based self-service analytics platform for time series-based analysis of processes and data. Process engineers and machine operators can use TrendMiner to easily search for certain trends and evaluate their own process data without the support of data specialists. Users benefit from accelerated root cause analysis and can set parameters for production monitoring. If deviations occur, for example, warnings can be sent to employees in the control room.

→ webMethods
Software AG’s webMethods enables customers to quickly integrate systems, partners, data, devices and SaaS applications. webMethods products span agile applications, API management, business process management, integration and operational intelligence as well as in-memory data management and messaging services.

→ Zementis
Artificial Intelligence, machine learning and predictive analytics will define the next generation of software solutions. Zementis establishes a common, standards-based framework to deliver intelligent solutions across all industries and applications. It enables organizations to harness the power of their data to rapidly deliver insights and support informed business decisions based on predictive analytics.
Three questions for Bernd Groß, CTO

→ Software AG plays best where digitalization and data intersect. What changing dynamics do you observe here?

The market is changing dramatically. Just a few years ago, digital transformation described the optimization of business processes. That changed due to technological innovation. Today, digitalization refers to an integrated network of all business-relevant entities. That’s things like software tools, smart devices, machines, and of course the data collected in the IoT both in-house and externally. Big data plays a central role. But the value lies in combining it first and then enriching it to create valuable insights. Thus, digitalization in the sense of process optimization won’t create competitive edge in the long term. But the technological possibilities of a data-driven, interconnected world certainly will. And this is where the business opportunity lies.

→ You’re a great believer in IoT democratization, how is Software AG innovating here?

Our new slogan Freedom as a Service describes how we envision the democratization of data. We foresee companies buying common IoT service building blocks from vendors like us to accelerate their deployments. What’s critical is that they remain in control of the service and its industry-specific capabilities. We are constantly innovating to give our customers the choice, through openness and APIs, to empower them to turn their data into value. We want to make IoT available to anyone. With modern technologies like Cumulocity IoT, cloud Fieldbus industrial device integration agents, and self-service analytics, anyone who is able to use office productivity tools will be able to build their own IoT solution.

→ So how does Software AG help organizations make that critical first move into IoT?

We want it to be easy for business users to understand context. We empower them by creating intuitive user interfaces, integration and IoT platforms. We have also developed a number of technologies to help simplify the connection to machines supporting industrial fieldbuses. Our new Quickstart package has been designed to get real-world IoT projects off the ground with minimal complexity, allowing customers to focus primarily on the business outcome.
Our Customers

#turnyourdataintovalue

Touching the Lives of Millions for Half a Century

You possibly have never heard of Software AG and its trademark never appears on your PC or laptop—but you probably use our software today. For example, a significant slice of daily global financial transactions are supported by applications developed with the company’s software.

Outside of finance, if you have ever flown into the U.S., driven a car, taken a train, gone to outer space or if that’s too ambitious, just used an escalator, Software AG eased your ride. Actually, if you’ve ever watched a movie while drinking a Cola or had a coffee on the way to work then you probably used Software AG.

We could go on and on. But basically, if you are alive, you use Software AG on a daily basis.

All our customers have one thing in common: They have all built individual systems and applications that are at the core of their businesses. These are not off-the-shelf software solutions—these are unique applications that give each and every enterprise a unique competitive edge. If these applications do not run, the business stops!

There is a second feature in common too—independence. Integration software combines all enterprise IT, no matter which vendor produced it, into an integral whole. No more information or process or application silos or islands, no more fractures within the enterprise or government departments. Integration software is what makes a fractured enterprise whole. Integration must guarantee maximum customer choice and completely avoid customer lock-in to a single vendor.

Today, Software AG is the world’s largest independent integration software provider. Our software has been giving enterprises the agility and flexibility to react quickly and economically to changing markets.

You won’t see the logo on your smartphone screen but it is still touching your life and the lives of, well perhaps, billions.

And tomorrow? Independence to invest when and where and with whom they want is possibly the most important IT asset an enterprise can have in fast-changing markets.

Software AG was founded on adaptability and independence—adaptability to customer requirements software and independence from vendor lock-in preserving customer choice.
One thing is important to car connoisseurs: They want to drive their cars. That can create a problem in terms of insurance, however. But not with Cumulocity IoT. The IoT platform and our GPS tracker let car connoisseurs hit the open road with full insurance coverage.

Trackerando
High-end GPS tracking for sports cars and vintage cars with Cumulocity IoT

Good news for all collectors of valuable vehicles and vintage cars: With the high-end tracking solution from Trackerando, they can finally do what they really want to do—start the ignition and enjoy the open road. The problem of insurance has been solved. Thanks to their cooperation with A1 Digital and Software AG, Trackerando can equip collectors’ vehicles with GPS trackers and monitor them in real time, around the clock. This allows the owners not only to enjoy driving their vehicles, but also to cut costs, because comprehensive tracking means that their vehicles can be insured.

Customer Profile
Trackerando is a young company specializing in tailored GPS and Internet of Things (IoT) solutions for medium-sized companies. It operates in German-speaking countries. Since general manager Bodo Erken founded the company in 2015, Trackerando has become one of the leading suppliers of real-time tracking functionality in Germany, Austria and Switzerland.

Challenges
- 24/7 tracking Europe-wide, with reliable connectivity
- Rigorous insurance requirements for high-performance sports cars and vintage cars
- Specific customer wishes with regard to the alarm function

Software AG Solution
- Cumulocity IoT platform

Key Benefits
- Cumulocity IoT as a booster for real-time tracking
- Substantial cost savings through seamless GPS tracking
- Assets become fully insurable
- Reliable connectivity thanks to M2M SIM cards from A1 Digital
- Fast and uncomplicated implementation
- User-friendly, future-oriented IoT platform
AAFMAA

Investing wisely in digital transformation: Application modernization with the Adabas & Natural 2050+ initiative

The American Armed Forces Mutual Aid Association (AAFMAA) is Software AG’s oldest U.S. customer. AAFMAA first brought Software AG on board in 1974. By modernizing legacy systems instead of replacing them, AAFMAA successfully implemented “AAFMAA 2020” a full four years ahead of schedule. Now, with the new leading-edge Adabas & Natural technology in place, AAFMAA continues to improve efficiency and member services. Cost effective and innovative, AAFMAA is out-performing the market, keeping members happy and staying ahead of the competition.

Customer Profile
The AAFMAA is the longest-standing not-for-profit military aid association. It provides current and former military families with affordable financial solutions, including life insurance, wealth management, mortgage services, and Survivor Assistance Services. Its service-focused employees manage investments in excess of $1.2 billion. Forty-two percent of AAFMAA’s employees are military-related. Members were paid more than $88 million worth of benefits in 2017 alone.

Challenges
- Need for new digital services
- Pressure to attract new generation of members
- Business anchored in legacy IT systems
- Rip-and-replace project too costly and risky

Software AG Solution
- Database Management System powered by Adabas
- Application Development powered by NaturalONE
- Application Modernization powered by webMethods EntireX, Adabas & Natural

Key Benefits
- Modernized IT environment
- Protected existing investments in IT assets
- Realized 50+ percent savings in operating costs
- Launched mobile self-service to 120,000+ users
- Improved member services and user experience

Our modernization efforts have reduced operational costs by more than 50 percent. We’re able to pass those savings on to our members, and our organization is able to focus on our mission.
Kiabi
Omni-channel:
Retail transformation even faster

Kiabi’s success is based on a visionary digital transformation. Seeing their marketplace on the cusp of disruption—due to accelerating technological advances, increased competition from web-based start-ups, and newly connected and empowered consumers—the company saw a strategic advantage if they could deliver a seamless and compelling omni-channel customer experience. The key to it all would be to create greater connections: Integrating devices, applications, networks, content, channels and interactions.

Customer Profile
Kiabi is the French retailing powerhouse famous for not resting on their laurels. In 1978, they transformed the retail clothing industry by offering modern fashion for the whole family. Since 2002, Kiabi have doubled in size, expanded from 5 to 32 countries, grown to 9,000 employees, increased revenue to €1.8 billion a year, and gone all-in on digitalization and omni-channel retailing.

Challenges
- Burgeoning customer volume
- Data overload and inconsistency
- Market-wide transition to omni-channel retail

Software AG Solution
- In-Memory Data Management, Computing & Analytics powered by Terracotta
- Application Integration powered by webMethods
- API Gateway & API Portal powered by webMethods
- Process Automation & Work Management powered by webMethods
- Design & Analysis powered by ARIS

Key Benefits
- Slashed application development time by 50 percent
- Improved website performance from 3.6 to 1.2 seconds
- Expanded online presence from 5 to 32 countries
- Cut internal-external connection times from 4 months to 1 week
- Realized omni-channel strategy

We reduced web page load-time by 300 percent, from 3.6 to 1.2 seconds.
Tsalano

Next-gen telemetry with the IoT: Powered by a cross-continental partnership

Tsalano is a young company on a mission. As a South African expert in Information and Communications Technology (ICT), the company is experiencing exponential growth while bringing stability to the domestic market. It’s doing this with custom-built solutions centered on integration, the Internet of Things (IoT) and real-time monitoring of streaming analytics from environmental sensors—touching everything from supply chains to natural resources.

Customer Profile
Tsalano is an information and communications technology company in South Africa with global ambitions. Founded in 2000, its primary markets include government and semi-government organizations. With a small team of telemetry and sensor experts, the company has an outsized impact on everything from monitoring supply chains, to measuring natural resources like water from source to use, to providing business services with the latest in IoT and integration platforms powered by Software AG.

Challenges
- Public sector constraints
- Poor infrastructure
- Resource scarcity
- Emerging local technology sector
- Exponential growth

Software AG Solution
- Application Integration and Process Automation powered by webMethods
- Device Connectivity powered by Cumulocity IoT
- Visual Analytics powered by MashZone NextGen
- Streaming Analytics powered by Apama

Key Benefits
- Achieved exponential revenue growth
- Cut water and revenue losses
- Reduced processing times from 24 hours to <3 minutes
- Fulfilled local-international partnership
- Improved customer experience and engagement

The old way required agents to buy prepaid electricity credits before selling them, which would take at least 24 hours to process. But our solution automated the entire chain, reducing turnaround to less than a minute.
ADAMOS

By mechanical engineers for mechanical engineers

“ADAMOS is a strategic, equal alliance and more than a joint venture. DMG MORI, Dürr, ZEISS, ASM, ENGEL and KARL MAYER have united the core competencies of the mechanical engineering sector’s global market leaders with Software AG’s technological expertise in the pioneering fields of Industry 4.0 and Industrial Internet of Things (IIoT). We consider ADAMOS an open collaboration among mechanical engineering companies to drive forward digitalization initiatives and new business models.”

That’s how Dr. Marco Link, Managing Director of ADAMOS GmbH, describes the collaborative digitalization initiative launched on October 1, 2017 by mechanical engineers for mechanical engineers. ADAMOS is specifically tailored to meet the needs of the mechanical and plant engineering sector and offers opportunities for networking and collaboration along with a vendor-neutral, leading-edge IIoT platform for implementing fast and efficient digital services for end customers.

For ADAMOS, its partner network is especially crucial. That network grew again at the start of 2019 to include well-known machinery manufacturers such as Oerlikon Textile GmbH & Co. KG, Weber Maschinenbau GmbH, ILLIG Maschinenbau GmbH & Co. KG, Mayer & Cie. and Mahr GmbH. The ADAMOS Partner Network connects machine and plant manufacturers with solution providers, integration partners and experts from the IT sector to develop and implement digital solutions in production environments. It builds a strong community, ensuring continuous knowledge sharing and access to resources to achieve the objective as a group.
In order to unlock additional potential within the partner network, ADAMOS offers special events and activities. The ADAMOS Hackathon, for example, brings together ADAMOS experts from the partner network in areas all along the development and implementation process to collaborate on tasks involving data visualization and processing as well as compatibility between machines and innovative business models. This facilitates implementing the core idea of ADAMOS—namely, developing digital business models and solutions that add value for all of the partners.

The development of DXQequipment.analytics by Dürr Systems AG clearly embodies this intent. Software based on edge technology from ADAMOS seamlessly captures data from the vehicle painting process, giving each chassis a digital fingerprint that contains information on robot movement, paint consumption and precise chassis position during the painting process, among other things.

This data can be used to investigate any problems that might arise, and the software’s streaming analytics module enables online quality control. Data from the painting process—from paint flow, for example—is analyzed in real time and anomalies reported.

ADAMOS enables machine manufacturers to develop solutions for machine manufacturers, their suppliers and customers—and to establish an industry standard for the mechanical and plant engineering sector.

The ADAMOS IIoT platform was chosen for the German Innovation Award on June 6, 2018, outclassing 390 competitors in the Business-to-Business category. The German Design Council’s jury selected ADAMOS as the winner because of its innovative power, user benefits and cost-effectiveness.
We believe deeply in responsible and sustainable action. For that reason, we embrace values such as trust and respect, openness and transparency above all else. These principles guide our relationships with our customers, our technologies, our partnerships, employee training and decisions on investments in our company—to the benefit of our shareholders and society as a whole.

www.software.ag/csr

The cornerstones for sustainability and responsible action were laid by the Company’s co-founder, Dr. h.c. Peter Schnell, and his principles are still firmly anchored in Software AG’s corporate culture today. He established the Software AG Foundation 27 years ago, which is an anchor investor with a shareholding of around 34 percent. Since 2011, our Code of Business Conduct and Ethics has ensured good and responsible corporate governance.

We are proud that our technology solutions are already helping many customers optimize their sustainable use of resources. We actively work with industry associations and networks to make Germany a strong and appealing IT hub. For example, our University Relations Program works with schools and universities all over the world to promote the next generation of IT talent.

This principle always guides our social engagement: We get actively involved where help is needed.

For us, behaving responsibly means:
- Helping our customers achieve long-term success
- Continuously improving our standards
- Being a long-term—and therefore a reliable—partner
- Enabling employees to grow along with the Company
- Adding value to society
- Observing the highest social standards in our daily activities
- Promoting education and innovation—at our locations and all over the world.
Planting trees for a better future: On World Earth Day, our Software AG colleagues in North America showed their respect for the environment by volunteering in Reston, Virginia.
A child’s laughter is the best present

A child’s laughter is the best present in the world: For that reason, employees of Software AG North America donated stuffed animals and toys to the Inova Children’s Hospital to make some sick children very happy.

Check presentation: €5,000 for social projects in Malaysia

Employees of Software AG Malaysia participated in the Kuala Lumpur Marathon for the 10th time as part of the Company’s worldwide Move Your Feet to Give a Hand initiative. The team ran an impressive 146 kilometers and earned €292 for charitable causes in a single day. In 2018, our colleagues in Malaysia ran to earn a total of €5,000 in donations to benefit Malaysian Care this year.

Our employees worldwide covered a distance of 7,459 kilometers and raised donations of €32,500 in 2018. Since the campaign began eleven years ago, our employees have run 95,410 kilometers in total, more than two times around the world.
**Bottle caps for preemies**

Employees of Software AG Bulgaria collected 175 kg plastic bottle caps for the Caps for the Future Initiative. All of the colorful caps were delivered to the recycling center, and the money was donated to finance incubators for premature infants in Bulgarian hospitals to give preemies a better start in life.

**Having fun together playing sports**

On September 27, 2018, Software AG joined forces with SV Darmstadt 98 and Special Olympics Hesse for the fifth time to host a sports festival: “Playing and Doing Sports Together—an Inclusive Soccer Event.” This sports event is part of the “Under the Sign of the Lily” social campaign by the SV Darmstadt 98 soccer team, which Software AG has supported for years.

A total of four teams competed, and one player stood out from the crowd—Daniel. He shot two fabulous goals and celebrated like a world champion! His goal celebration in particular had everyone smiling.