Philosophy

Software AG believes in data. It is in our DNA. Fifty years ago our Company was founded on a belief that data would one day change the world. That day has come. Today, any business that can harness, study and shape the data it holds has the power to unlock truly limitless possibilities for growth. We exist to offer our customers the freedom to explore those possibilities. Born as software pioneers, today we are data pioneers: A trusted, progressive and truly independent partner, empowering our customers to unlock their data, turn it into value and shape a better future.

That is freedom.
That is Software AG.

#freedomasaservice
Mission & Vision

→ **What does freedom mean to you?**
Freedom is a powerful word. It literally means “being free of constraints”—being able to choose your path.

→ **Freedom as a Service**
We define freedom in terms of our customers. With Freedom as a Service, we provide them with the freedom to choose their technology—to integrate and innovate their own way. With subscription-based models, we offer flexibility, full autonomy and mobility, total transparency with zero constraints—spanning on-premises, cloud to cloud and at the edge.

This is more than Software as a Service. This is Freedom as a Service.

→ **One focused mission:** We empower our customers to turn data into value.
**One clear vision:** We unlock the power of data to shape a better future.
Highlights of 2018

865.7  4,763

→ Total Revenue in € millions
→ Employees (+4 percent year-on-year)

31.5%  > 400

→ Operating Profit Margin (EBITA, non-IFRS)
→ Alliances and Channel Partners

Our locations

Serving customers in more than 70 countries

As of December 31, 2018

Software AG locations
Three Questions for Paz Macdonald, CMO

→ You moved to Software AG in January 2019. At the peak of your career you could have gone anywhere. Why Software AG?

Software AG is a “best kept secret.” It has a suite of market-leading products, strong financials and a new leadership team able to deliver to the heart of customers’ needs. I wanted to be part of this team. At Software AG I can play to my strengths: I bring start-up thinking and know the best practices that deliver growth; namely a focus on strong execution, data-driven marketing and the ability to constantly iterate based on what works and what doesn’t.

→ In an era where digital transformation is the norm, what can you do as CMO to ensure customers are future ready?

For more than 50 years, our customer-centric organization is the bedrock of who Software AG is. In the future, freedom of choice will be crucial for our clients. Freedom to select who to work with, the flexibility to connect and integrate any technology from app to edge. The freedom to decide how they will pay and whether they want cloud, on-prem or hybrid. We have called this Freedom as a Service. And it will be the key to how our customers unlock value in the form of efficiency, agility and ultimately competitive advantage. It’s so integral to our philosophy that we made it our new tagline.

→ How do you envision your role developing over the next few years?

Marketing trends come and go but one aspect of my role will never change: Listening to buyer signals. Ensuring we can translate that intent into solutions that help our customers achieve success. Good listening means creating a shift from selling to engagement and long-term relationship building. I think Marketers of the future will find themselves wearing three hats; Finance, Technology and Customer Success. They’ll need to be financially savvy and show value creation through the use of technology. So, I guess you could say my goal for the Marketing function is to be categorized as a growth enabler and not a cost center.
Values & Culture
#beyourbestyou

At Software AG it’s all about overcoming our own limits to shape the future, for our customers, for the continuous evolvement of the company, for our people. We are explorers leaving our comfort zones to create innovation and unleash our potential in order to be us at our best. We follow five simple principles, which we call the b⁵.

.jobs.softwareag.com

-> Be a performer
-> Be engaged
-> Be one team
-> Be an innovator
-> Be accountable

To enable our people to be their best selves, we follow a two-way approach:

-> Give
We create an environment that encourages people to bring the b⁵ to life and enables them to be their best selves.

-> Live
Our people live the b⁵ in their own and natural way, leaving their comfort zones, embracing challenges and sharing and discussing their stories and experiences.
Everybody is different and has their own ways to live the b5. The diversity of our people brings out the best in us as a company and shapes our #beyourbestyou culture. This is why we drive intercultural and interdepartmental exchange and share our best LIVE practices with our colleagues.

→

www.instagram.com/softwareag_faces

Be a performer
Boost your passion / Unleash your potential / Do it your way

» Be the best version of yourself.

→
Evandra Semedo
Paris, France

Be engaged
Connect with the world / Share your mind / Keep learning

» Do things better, braver and bigger than yesterday.

→
Vijay Jaswal
Dubai, UAE
Be one team
Be inclusive / Lead & coach / Give & take

Create a team spirit.

Elaine Tong
Singapore

Be an innovator
Be an explorer / Fail & improve / Be courageous

Be innovative and the world is your oyster.

Ilan Hirschowitz
Tel Aviv, Israel

Be accountable
Give back to the world / Take ownership / Follow the code

Be the light you wish to see in the world.

Karen Groschke
Houston, USA