

Software AG

Company Profile





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Software AG

Simplify the Connected World

We live in a connected world. The connection of people, technology and processes creates the connected experiences that are expected by your employees, partners and customers. To deliver those experiences, you need a truly connected enterprise that turns your data into value through deeper analysis and insights that lead to new business models.

But the **digital transformation** required to meet those expectations is increasingly complex and more difficult to navigate with constantly changing needs. A misstep today can have a lasting impact on your ability to compete in the future.

Software AG can empower you to **make smarter decisions faster** to create experiences your customers, partners and employees expect so you can compete in this world of fast, always-evolving change.

We can help **simplify the truly connected enterprise** where systems integrate more seamlessly, technology connects more effectively, and processes run effortlessly enabling information and insights to flow more freely. But no two enterprises are alike; no two solutions identical. We have award-winning technology and expertise to be your partner. We will listen and understand your challenges and work side by side with you, anticipating the next challenge, to meet and exceed expected customer experiences so you can win against your competition.

With the **digital backbone** that simplifies the integration of applications, devices, data and clouds; empowers streamlined processes; and connects “things” like sensors, machines and robots, we provide the fundamental, structural support needed to enable digital transformation. Through this connection, communication, and collaboration, you can turn your data into value to grow, transform and compete.

Together, we can simplify the connected world by connecting people and technology for a **smarter tomorrow**.

Software AG South Africa

Software AG has more than 50 years' experience across multiple industries, and we have been replicating our global success locally in South Africa over the past three almost four decades.

We drive this wealth of industry knowledge and expertise across all our customers in various industries, providing them with value both from a business and IT perspective.



Analyst Ratings and Awards

For many years Software AG has been positioned as a leader in the product and technology segments that are relevant to us.

IoT & Analytics CUMULOCITY & TRENDMINER	Gartner Critical Capabilities for Industrial IoT Platforms, 2020	Gartner Leader in MachNation's 2020 IoT Application Enablement Scorecard	IoT Breakthrough Award Winner Software AG Cumulocity IoT named Best Enterprise IoT Platform of the year in the 2020 IoT Breakthrough Awards
	Gartner Visionary in the Gartner Magic Quadrant for the IoT, 2020	FORRESTER The Forrester Wave™: Streaming Analytics, Q3 2019	Bloor Diamond Award Winner Bloor 2019 Software AG's TrendMiner is highly recommended by Bloor Research as a market leader and won the industry's Diamond Award for 2019.
Integration & API Management & Microservices WEBMETHODS	FORRESTER The Forrester Wave™: Strategic iPaaS and Hybrid Integration Platforms, Q1 2019	Gartner Named a Magic Quadrant Leader for Full Life Cycle API Management, 2020	FORRESTER The Forrester Wave™: API Management Solutions, Q3 2020
IT & Process Transformation ARIS ALFABET	Gartner Leaders Quadrant for Enterprise Architecture Tools, 2020	FORRESTER The Forrester Wave™: Strategic Portfolio Management for Agile Organizations, Q4 2019	PEAK METRICS LEADER Everest Group: Process Mining – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020

Software AG a Leader for the 14th Time in

2021 Gartner® Magic Quadrant™ for Enterprise Architecture Tools

Leaders invest in, and shape, the future of IIoT. Leaders perform skillfully and often exceed expectations regarding outcomes achieved with their technologies and services. The companies within the Leaders quadrant bring to market a stable IIoT business unit and a cohort of lead executives with relevant IIoT experience aligned with the overall corporate strategy and vision.

Leaders combine an insightful understanding of the realities of the IIoT market, a results orientation, the ability to influence the market's direction, and the capability to grow with customers.

In the IIoT platform market, Leaders not only have a clear vision of the market's direction, but also develop and bundle targeted competencies and capabilities for sector-specific requirements on a global and local basis.



The vision and execution of Leaders are evident in the platform's ability to integrate and interoperate with a broad and diverse installed base of industrial assets, OT systems and IT/OT independent software vendors.

Software AG a Leader in Gartner® Magic Quadrant™

2021 Magic Quadrant for Industrial IoT platforms

Leaders have a deep understanding of the realities of the market, a reliable global delivery record, an ability to influence the market's direction, along with an ability to attract and keep a growing customer base.

In the EA tool market, leadership implies understanding, facilitating and supporting the strategic role enterprise architects play at a much broader level.

They are more business-strategy-focused, with a shared operating model at the business level that helps drive the relationship with IT. Leaders must not only demonstrate a market-leading vision, but also the ability to execute on that vision.





Industries

BANKING AND INSURANCE | MANUFACTURING AND MINING | RETAIL | ENERGY AND NATURAL RESOURCES
HEALTHCARE | TRANSPORTATION | COMMUNICATION AND MEDIA

Banking and Insurance

The world of banking is changing constantly, revived inflation, rising interest rates, increasing competition from fintech and big tech, and the need to support the transition towards a carbon free economy. These focuses come with challenges such as your strategic business model and operating model which cannot be translated into operational reality.

You need the ability to combine data from different sources to offer highly relevant and personalized products and services.

Your bank requires high-quality ESG information from different sources for client management, risk assessment, loan pricing, and funding. What if you could transform your business and operating model to support more efficiency, innovation, and sustainability through use of technology.

Manufacturing and Mining

The post pandemic world brings inflationary pressures, supply chain uncertainty, labor shortages, non-traditional sales channels, and heightened sustainability challenges. Manufacturing needs the ability to drive sales through traditional and digital channels for B2B & new B2B channels. Secure sustainable revenues & profits through digitalization of supply chains & operations coupled with resilient strategies and tactics and Enable Smart Products that changes cost structures, services and revenue models. We know that Manufacturing organisations are experiencing some of the following challenges. Information is not available to make correct, consistent, and fast decisions to support a fast, personalized channel. Consistently understanding operational costs and impacts impede digitalization and consistent combining or cost, risk and environmental impact and a single “silver bullet” use case is rarely found due to varying customer requirements, so providing multiple forms of services supported by a common technology is an absolute need. What if you could generate holistic, sustainable value from transformed operations.

Retail

Every time your customer has an improved experience, their expectations for all experiences are reset to a new and higher level. Continually meeting these expectations are becoming more difficult. We know that retailers need to Deliver a consistent customer experience across multiple touchpoints that work beautifully together, Cut costs through streamlining & automation while continuing to deliver the ‘brand promise and repurposing stores to embrace a wider role and embracing new customer business models. We also understand some of the retailers’ challenges such as Silos, restrict the meeting of ever increasing customer experience expectations. Process complexity also impacts efficiency & customer experience and In-store technology often fails to deliver enough to justify extensive roll-out. What if you could reliably deliver your brand promise through use of technology.

Communication and Media

The pandemic has potentially permanently changed the way people live, work and play, increasing digital dependence and reliance on communication services. This has further accelerated the already existing trend of value shifting away from connectivity towards more technology- and outcome-focused parts of the value chain.

We realise that for communication and media organisations process & systems optimization and automation is a key priority in improving customer engagement & experience in an increasingly digital market, value is increasingly shifting to cloud technologies and capabilities and CSPs need to develop (or acquire) these capabilities and the importance of digital-enabled sales interactions doubled during the pandemic, with digital-native companies like Uber and Netflix setting new standards for seamless on-line customer experience.

We understand some of your challenges such as technical and business legacy created during years of rapid growth prevent the necessary flexibility and agility to respond to changing customer expectations and addressing ever increasing competition, digital natives are setting new standards for seamless on-line experiences. The importance of digital-enabled sales interactions doubled during the pandemic and CSPs are pinning their hopes for future revenue growth not on their existing connectivity businesses, but on new B2B services that they hope to develop on top of connectivity.

This requires developing new operating models and the related new skills and competences. What if you could analyze and optimize your current processes and systems, apply automation in areas where this makes sense as well as exposing your key business assets both across your partner ecosystem and to your customer.

Product and Services Portfolio

The product and brand portfolio have been separated into four market segments, which represent the core themes of digital enterprise transformation:

IT & Process
Transformation

ARIS

Alfabet

IOT &

Analytics

Cumulocity

Apama

TrendMiner

Integration & API
Management &
Microservices

webMethods

Application

Modernization

Adabas & Natural

Professional Services

Consulting

Training

Managed Services



Global and Local Partners

Businesses need connections to get to market fast—not just connections with clouds, systems or devices but with people who are real experts in different industries, applications, technologies and geographies.

That’s where PartnerConnect comes in. PartnerConnect is Software AG’s partner program, representing 400+ business and technology partnerships. Each partner is primed to accelerate innovation using Software AG products.

Local Partners



Global Partners

Commercial Cloud Providers



ISVs and OEMs



Global System Integrators & Advisors



Regional VARs



Thought Leadership Initiatives

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.

By providing the fluid flow of data, we give businesses the power to instantly see, decide and act. We make sure an app-ordered coffee is waiting on the counter to go, an airline schedule gets a family together in the right place at the right time, and wind turbines keep the power supply for communities constant.



- Direct presence since 2005. Been active in this market for nearly **4 decades**
- Strong partner network. For better customer-centric collaboration **30+ Partners**
- **100 Customers** across multiple Industries - providing transformational enterprise solutions.
- **2 Annual internship programs** since 2019 **15 interns** trained and fully absorbed in the market
- **Digital Centre of Excellence:** Working with SITA to establish a center of excellence for our technology.

Transformation

Software AG South Africa continues to focus on the engagement, education, and development of its people and on ensuring it continues to welcome the very best technology talent to the organization. Transformation is at the centre of how we exist and conduct business. To that end, Software AG has been and is engaged in a variety of activities as listed below:

Product Software AG Transformation Programmes since 2015

- | | | |
|---------------------------------------|--------------------------------------|---------------------------------------|
| • Skills Development | • Employee Children’s Bursaries | • Socio Economic Development |
| • Internship programme | • Youth job creation in South Africa | • 4iR Classroom – Komani Queens Town |
| • Skills Programmes | • Innovation Festival | • Sakhikamva Laser Cutter |
| • Sparrow PWD Programme | • Youth Development Initiatives | • PAICTA x UJ Hackathon |
| • Sparrow FET College Covid-19 Assist | • The Youth Innovation Challenge | • Enterprise And Supplier Development |
| • Sparrow Bursaries | • YES Programme | • Our beneficiaries |
| • Fix Scholarship | • Y-LED | • Social Awareness |
| • CTU Training Solutions Bursaries | | |



- Internship Program to capacitate the youth
- Building and capacitating innovation labs in previously disadvantaged communities
- Have delivered on various projects distribution of food parcels to those in need'

ISO – Certifications and Reports

To meet the continuously increasing requirements in the areas of quality management, business continuity and information security towards your customers, the relevant functional departments and areas of Software AG are ISO certified.

ISO - Certifications			
ISO 9001	ISO 22301	ISO 27001:1023 ISO 27017:2015 ISO 27018:2019	Service Organization Controls (SOC)
Quality Management System	Business Continuity Management System	Cloud Information Security Management System	SOC 2 Type II and SOC 3 Reports



Why Software AG?

In an ever-changing environment, today's enterprises cannot not fully realize their digital transformation that delivers on company and customer experience expectations.

Software AG addresses the most complex challenges our customers face in the continuously evolving connected world. We provide the digital backbone that empowers enterprises to integrate systems and data more seamlessly, create processes to run more smoothly and connect “things” more effectively, which enables information and insights to flow more freely turning data into value.

Software AG will be your partner with the technical expertise to tackle your most critical challenges to simplify the increasingly complex connected enterprise.



Software AG South Africa, 178 Montecasino Blvd, Monte Circle, Building D, Magaliessig, Sandton, 2191. **South.Africa@softwareag.com** | +27 11 317 2000/957

For further information on Software AG and our offerings, please refer to: [www.SoftwareAG.com/za](https://www.softwareag.com/za)
Let's connect: **Questions? We're here for you**



The digital transformation is changing enterprise IT landscapes from inflexible application silos to modern software platform-driven IT architectures which deliver the openness, speed and agility needed to enable the digital real-time enterprise. Software AG offers the first end-to-end Digital Business Platform, based on open standards, with integration, process management, in-memory data, adaptive application development, real-time analytics and enterprise architecture management as core building blocks. The modular platform allows users to develop the next generation of application systems to build their digital future, today. With over 45 years of customer-centric innovation, Software AG is ranked as a leader in many innovative and digital technology categories.

Learn more at [SoftwareAG.com](https://www.softwareag.com).