

The best stories are yours

Customer Ambassador Program

At Software AG partnership and success matter. And through their incredible achievements, our customers—you—are flying the flag for both. We want to share your success with others so that they can be inspired and learn from your experience. And we don't just mean the tech part. How you are innovating and transforming is the true story. Our Ambassador Program is the platform to share it.

Privileges for you and the business



“What I wanted was a partner: A software company that accompanies us on our digital transformation journey! And that’s exactly what we have in the relationship between Swisscom and Software AG.”

- Swisscom

“We always got all the answers we needed, and I feel that we are the best of friends. It was a great partnership.”

- Allied Electronics

“Software AG is our true digital transformation technology partner.”

- AAFMAA

“Software AG is a fundamental component of our next generation platform. Our project is extremely ambitious because we are building up the most innovative IoT platform for insurance in the world. Any difficulties we have faced have been together as partner more than as customer and vendor.”

- Octo

“At Software AG we think in terms of outcomes. We push hard to see our customers achieve theirs. And we see great value in these experiences shaping those of others.”

- Scott Little | CEO, Software AG

Collect points as you go and cash in for perks

We have come up with a simple points system. You see there’s lots of different ways your story can reach others. The more of these you choose, the more points you get. We understand how much you are helping others when you share it—and we believe that deserves huge recognition.



<ul style="list-style-type: none">Reference storySpeaking engagementLogo	+ 1,500 points*
<ul style="list-style-type: none">Reference site visitVideo testimonial	+ 1,000 points*
<ul style="list-style-type: none">Press release/articleVideo quotePresent on web/video/podcastSocial media campaign or quoteAnalyst call (Interview)Write a review (Gartner)	+ 500 points*
<ul style="list-style-type: none">Reference call	+ 250 points*
<ul style="list-style-type: none">Quote	+ 100 points*

*per activity completed

Professional Services Engagement 1 week	6,500 points
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Education Services 1 training course for 2 people	5,000 points
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Customized 1 day workshop R&D/Product Management	2,000 points
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Software AG/ Software AG sponsored events registration & travel	2,000 points
registration only	1,000 points

Roadmap/features discussion 1 hour Product Management	750 points
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Sign up today!

Count on us to champion your success with integrity, sensitivity and respect. A dedicated Ambassador liaison will work with you to customize your program, localize it to your needs and agree a level of engagement that suits you.

ABOUT SOFTWARE AG

Software AG began its journey in 1969, the year that technology helped put a man on the moon and the software industry was born. Today our infrastructure software makes a world of living connections possible. Every day, millions of lives around the world are connected by our technologies. A fluid flow of data fuels hybrid integration and the Industrial Internet of Things. By connecting applications on the ground and in cloud, businesses, governments and humanity can instantly see opportunities, make decisions and act immediately. Software AG connects the world to keep it living and thriving. For more information, visit www.softwareag.com.

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