



Customer Ambassador Program

Demonstrate the importance of collaboration in our digital age

The Software AG Ambassador Program offers you, our valued customers, an exclusive chance to promote your game-changing achievements. As an Ambassador you can expect to be invited to VIP networking events with analysts, industry experts and peers, leverage best practices from others in your Ambassador community and receive global recognition for your innovative use of Software AG technology and the adaptations that make it your unique powerhouse.

Let's share your story with the world

Software AG prides itself on easing back not when you own your space, but when you've redefined it. And redefining it you are! So many of our customers are fast becoming leaders in their game. Yet a lot of the stories behind these leading transformations remain untold. Trust us to tell them. Shed light on your transformation into a more agile, future-proof Digital Enterprise and earn yourself the visibility your achievements deserve.

Reap the benefits of ambassadorship

As a way of acknowledging your commitment to building a closer relationship, we offer a number of exclusive additional benefits for our Ambassadors to choose from:

- Receive a complementary Roadmap Workshop with Software AG product experts
- Become an active member of the Software AG Ambassador community
- Secure a 1:1 meeting with a Software AG Board Member
- Receive a free, one-day Professional Services Workshop on a topic of your choice
- Receive annual learning credits towards customized education, training (onsite, virtual classrooms and e-learning), and learning needs analysis
- Raise awareness of your visions and achievements, market-wide
- Promote your position and enterprise as an industry leader
- Network exclusively with analysts, industry experts and peers
- Attend Software AG events such as Innovation Tours free of charge (including travel)

"Software AG shared our vision of the world. In Software AG we don't have a typical vendor/customer relationship, we have a partner."

— Gianfranco Giannella | COO & SVP, OCTO Telematics Group

Tell the world how happy you are!



Have your voice heard. Influence product development. Help your peer community.

Write and submit a review of a Software AG product and you will receive a 25 Euro gift card. Please contact Customer_Marketing@softwareag.com to learn more.



"Implementation was easy and platform is robust and scalable."

— **Architect in the Finance Industry**

Your program without compromise

The Software AG Ambassador Program has your company's needs and constraints in mind. That's why we will design a personalized program to suit to you. A dedicated Software AG gatekeeper will be at your side to coordinate communications and customize your program to get you exactly what you need from it. With even more verve than usual, we will champion your achievements, handling you and your brand with integrity, sensitivity and respect.

Terms and conditions

- Customers must engage in two or more high-level activities to receive Ambassador status.
- Only customers enrolled in the Ambassador Program may receive the benefits associated with this exclusive community.
- To enroll in the program, a customer must complete, sign and return the Software AG Ambassador Program Agreement Form.
- Training opportunities are limited to those offered by the Software AG training facility worldwide and based on availability. The right to discounted attendance should be stated during enrollment. Travel and accommodation are not included.
- All education deliverables are in accordance with the Software AG Global Education Services. Learn more at www.softwareag.com/corporate/services/training
- Software AG reserves the right to modify or terminate the Customer Ambassador Program at any time and/or change its terms and conditions.

Meet our Digital Transformers

Here's just a selection of current Ambassadors:

"Customer success is our ultimate goal. With our Ambassador Program, we have built an exclusive platform for our customers to share best practices, insights and inspiration and reap all the rewards of true partnership."

— **John Schweitzer** | CRO, Software AG



About Software AG

Software AG, an independent software company, enables enterprises to connect any technology—clouds, apps, devices and data—anywhere and any way they choose. More than Software as a Service, we're "Freedom as a Service," enabling faster innovation in an increasingly connected world. Trusted by top brands for 50 years, we'll never stop pioneering the future of data. More on our analyst-recognized software for the Internet of Things and self-service analytics, integration and APIs, and business transformation at softwareag.com.

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