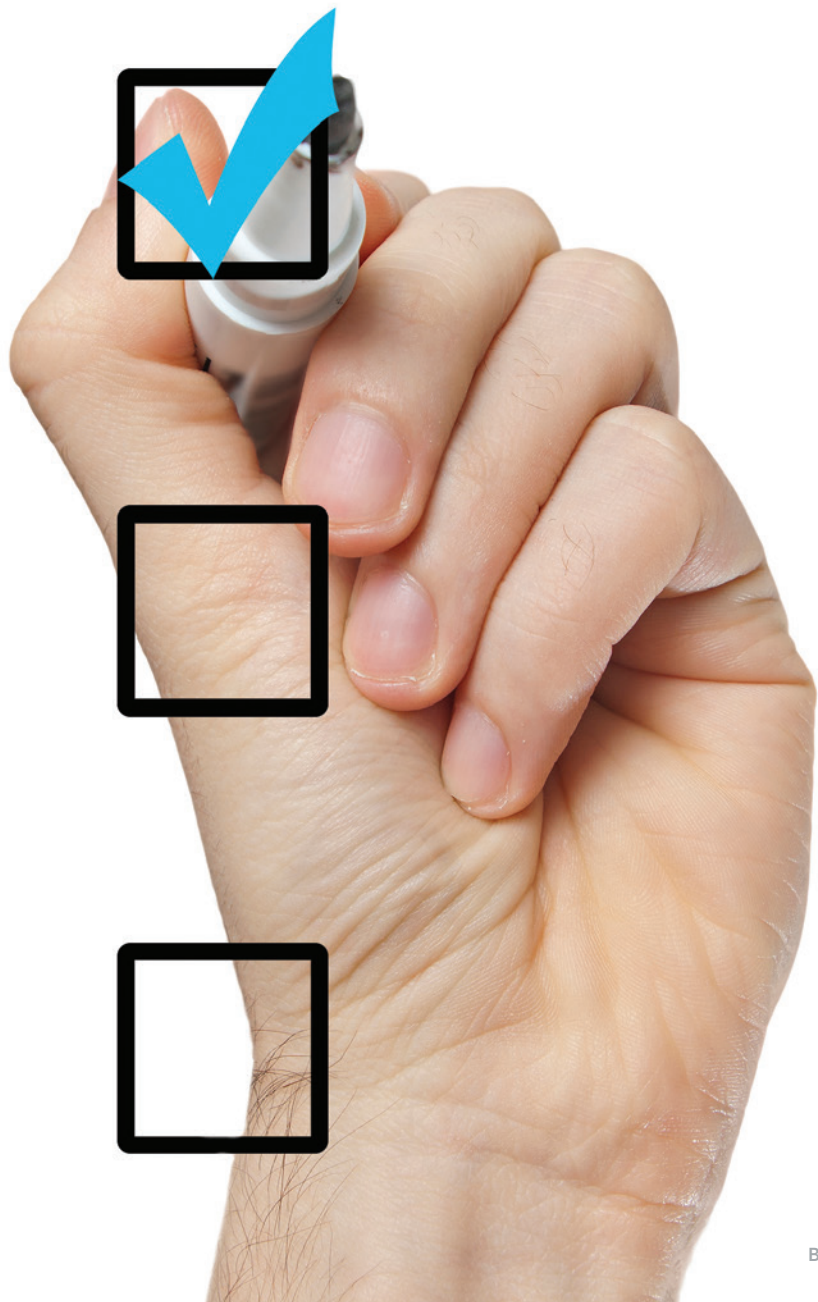


# CUSTOMER SATISFACTION AT SOFTWARE AG



# HOW OUR WORLD REVOLVES AROUND YOU

Great partnerships are built on trust, commitment and communication. Count on all three when you do business with Software AG.

I joined Software AG as our first-ever Chief Customer Officer in 2014 as proof of our company's focus on our customers. And our passion for customer success is growing stronger each day for us. We're continuously collecting customer feedback, challenging our employees to champion new customer-centric ideas, and using Design Thinking in R&D to quickly build the most valuable customer solutions.

We're unequivocally committed to your satisfaction—and your success. Consider us your strategic business ally, always ready to connect, collaborate and co-innovate to make your company the next great winner in the digital future. Today.

Best regards,



**Eric Duffaut** | Chief Customer Officer



*"There is no doubt: Customer success is our #1 priority!"*

— Eric Duffaut | Chief Customer Officer & Member of the Executive Management Board, Software AG

## Program goals

Software AG's mission is to empower customers to innovate, differentiate and win in the digital world. Closely aligned, our customer satisfaction goals are:

### Communicate

Keep the lines of communication open with our customers. Collect and review customer inputs continuously to improve our processes, products and services.

### Collaborate

Work across our company, with our partner ecosystem, and in partnership with our customers to assure they get the greatest benefit from Software AG technologies.

### Co-innovate

Deploy modern Design Thinking principles in R&D to deliver the most useful, valuable and relevant customer solutions as quickly as possible.

## Connect with us

We're here to listen—so we need your input! We want to understand your requirements and deliver what it takes to make you successful—whether that's a new way of doing business with us or a new feature in our software. Every year, we conduct a comprehensive customer satisfaction survey to collect input on your experiences with Software AG. Depending on your interactions with us, you may also receive ongoing surveys throughout the year from our global support, consulting and education teams. Our goal is to ensure that, at every step of your journey with us, you are absolutely satisfied in our partnership. We highly value your feedback and we take your comments, ratings, and suggestions very seriously, as illustrated in the progress report that follows.

In addition, you can connect with us at your convenience anytime. Your account team—your #1 advocate at Software AG—should be your first stop whenever you have feedback. You also can connect with us at [user groups](#), [communities](#), [Brainstorm](#) to make a feature request or email at [customersatisfaction@surveys.softwareag.com](mailto:customersatisfaction@surveys.softwareag.com).

## Progress report

### Increased roadmap visibility

You want to see what's ahead in Software AG products. That's why you can explore product roadmaps at any time in [TECHcommunity](#). You'll also find that the 24/7 [Empower](#) portal is loaded with details on our products and future plans. Is there a feature you want on our roadmap? Send a request to [Brainstorm](#).

At [user group meetings](#), you can hear firsthand from our product teams and provide direct input to guide our product roadmaps. The annual International User Groups conference, in particular, is an ideal way to hear the latest about products and also network with your peers. Innovation Days, held globally, are another outlet to meet with product teams and provide your input.

How you benefit:

- Shape and prioritize Software AG's future product line
- Better plan your strategy by knowing what's coming in our products
- Build relationships with Software AG product experts

### Co-innovation initiative

In the fast-paced digital world, we need better ways of working one-to-one with customers to develop impactful solutions that resolve real-world challenges. Our Customer Co-Innovation Initiative is designed to do just that. Using an innovation process that follows the principles of Design Thinking, our solution designers work early on with you—at the start of your project—to gather requirements, understand your problems, and then jointly create viable, desirable and feasible solutions, which are validated regularly.

**Software AG is passionate about your success. Learn more at [www.softwareag.com/customers](http://www.softwareag.com/customers)**

How you benefit:

- Teamwork—let's bring together the best and brightest from your team and ours to co-innovate
- Increased innovation capacity and speed
- Access to new technology and breakthrough innovations ahead of your competition

Interested in our co-innovation initiative? See your Software AG representative.

### Sharing best practices

Relevant industry use cases, you tell us, inspire you to think of new ways to leverage digital for your business. Joining a [user group](#) is a valuable resource for sharing best practices and experiences with your peers in your industry. You also can share and learn from customer experiences through the Software AG [Customer Honors Program](#), which has resulted in 300+ case studies and videos that you can view [online](#).

How you benefit:

- Jump start projects by using best practices
- Learn from the successes from your peers
- Get recognized for your own hard work and accomplishments

### Digital Marketplace

You asked for more ways to accelerate innovation. To achieve this, we launched [Digital Marketplace](#), a portal where you can access valuable content to speed up solution development. Digital Marketplace is rich with accelerators, applications, business processes, services and use cases proven on the platform. It's an extensive catalog of development essentials provided by Software AG, our partners and customers—now with 100+ resources and growing.

How you benefit:

- Accelerate time-to-market with new applications and processes
- Leverage the domain and industry expertise of Software AG and our expanding partner ecosystem
- Showcase your own expertise and unique intellectual property

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## ABOUT SOFTWARE AG

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 [www.SoftwareAG.com](http://www.SoftwareAG.com).

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