The enterprise as we know it is experiencing a seismic shift on a scale and at a speed never before witnessed. This demands a change in corporate mindset, a change in the way everything is managed and controlled, a big change in the expectations we have of the tools and technologies that support us to ride the wave of change. Only if we adapt will we master the next major challenge: the fourth Industrial Revolution, which is already moving full steam ahead and leaving the first victims in its wake.

Five facts you can’t afford to ignore

1. Digitization is effecting radical changes in all organizations, and conventional applications cannot keep pace
2. A new generation of digital business applications is needed, exhibiting speed, agility, scalability and responsiveness
3. Customers have more influence than ever before—businesses are expected to know their exact digital “shoe size”
4. The answer to the old question “to buy or build?” is now: buy (platform) AND build (business logic)
5. The technology for managing digital change and building digital business applications is the Digital Business Platform

“There is no packaged application vendor in the world that can foresee your future digital business needs. Our Digital Business Platform is like an aircraft carrier. We provide the core application services as a platform for building applications. There’s basically no way to stop this type of aircraft carrier after it has gotten going.”

— Dr. Wolfram Jost | CTO, Software AG
The core business of every Digital Enterprise will be its IT

The Digital Business Platform delivers exactly what customers need to succeed in the digital world: a new kind of application infrastructure and middleware.

The standard and packaged applications of the past 10 to 20 years no longer make the grade. They weren’t intended to. Their purpose was to standardize, harmonize and integrate back-end business processes.

The Software AG integrated product portfolio enables companies to develop flexible—or digital business—apps:

• Apps that can adapt continuously and quickly to current needs
• Apps that are built to change, not necessarily to last

These applications combine analytical functionalities with transactional capabilities to support intelligent decision-making. They offer the potential for joint development by software providers and customers, leverage big data with the help of cutting-edge in-memory technology, and can be managed via cloud or on-premises. These applications make no distinction between routine tasks and complex processes. Mobile environments and automatic linking to social networks of course come as standard.

A service-oriented development environment

The Digital Business Platform is a service-oriented and event-driven development environment with many high-level, out-of-the-box application services that are cloud-capable and mobile-enabled. These include:

• An in-memory database
• A CEP engine for processing complex event streams
• An integration engine
• A process engine
• A task engine and a visual analytics engine

In addition, the platform provides tools and content for managing business and IT transformation from a methodology point of view.

Business services can be developed either with native coding or visual methods. The development environment is accessed through APIs. Individual customizations can be configured without requiring hardcoding. The Digital Business Platform can be integrated automatically with big data sources and is able to process massive data volumes. It is predestined to master the demands of the Internet of Things (IoT).

Software AG use cases

Software AG is already building “selective applications” with partners based on frequently occurring business examples. This is one of the reasons why customers and partners see us as offering the only feasible solution for the future of the Digital Enterprise. Examples include:

• Connected Customer – Location Analytics
• Intelligent GRC
• IoT Predictive Maintenance
• Order Performance Maintenance
• Multi-Tier Supply Control
• On-boarding Automation
• FX E-Commerce
• Market Surveillance

Advantages of the Digital Business Platform

Accelerated development: six months to six weeks
Significantly reduced latency
Significantly faster release cycles
Significantly cost savings (hardware, db, app servers)
Significantly faster (operational decisions)

There’s only one solution

To be equipped for the new generation of challenges, enterprises need flexible IT that enables applications to be adapted to current circumstances quickly and easily anytime. The only technological solution on the market that ensures enterprises win today and tomorrow is Software AG’s Digital Business Platform.
What functionality does the Digital Business Platform deliver?

The Digital Business Platform cannot be defined on functionality alone. It incorporates both conceptualization and technology alike. It has five categories, which are supported by our Software AG branded products, each with many varied capabilities. To run transactional core applications in a secure manner, and to leverage the Digital Business Platform for the future, Adabas & Natural has now been optimized for digital business models.

1 - BUSINESS & IT TRANSFORMATION

The Digital Enterprise starts here. With ARIS and Alfabet, business and IT can be united to collaboratively transform the enterprise.

**ARIS** Business Process Analysis supports the documentation, analysis, standardization and improvement of business processes.

**ARIS** Governance, Risk and Compliance ensures internal and external legal requirements and standards are met while efficiently managing risks.

**ALFABET** Enterprise Architecture Management is ideal for aligning the IT landscape with the business to guide competitive transformation.

2 - IN-MEMORY DATA

Manages mounting big data challenges. It allows big data to become big opportunity by generating more revenue, improving customer service and differentiating the product range.

**TERRACOTTA** In-Memory Data Fabric is the platform of choice for distributed in-memory data management with extremely low, predictable latency no matter the scale.

3 - INTEGRATION

Connect the dots between applications, partners, devices, services, big data and APIs to increase the performance of your business and make it more profitable.

**WEBMETHODS** API Management supports “mobile first,” open API and SOA governance initiatives as well as B2B operations.

**WEBMETHODS** Integration quickly connects all systems and applications. Capabilities span: application, B2B and cloud integration, managed file transfer, master data management and mobile.

4 - PROCESS

Create and optimize business processes and react to new business and customer requirements faster. The platforms improve speed, transparency and agility of business processes and improve efficiency.

**WEBMETHODS** AgileApps is the platform to deliver digital business applications that quickly respond to changing business and customer needs.

**WEBMETHODS** BPM enables you to create business applications that are based on orchestrated, managed and monitored end-to-end business processes or workflows.

5 - ANALYTICS & DECISIONS

In an increasingly connected world of people and machines, these platforms can be utilized to deliver next-generation streaming data and customer-centric applications.

**APAMA** Streaming Analytics offers intelligent automated action enabling control of big data in motion.

**WEBMETHODS** Operational Intelligence enables the monitoring of systems regardless of the software they are running in real time.
ABOUT SOFTWARE AG

Software AG offers the world's first Digital Business Platform. Recognized as a leader by the industry's top analyst firms, Software AG helps you combine existing systems on premises and in the cloud into a single platform to optimize your business and delight your customers. With Software AG, you can rapidly build and deploy digital business applications to exploit real-time market opportunities. Get maximum value from big data, make better decisions with streaming analytics, achieve more with the Internet of Things, and respond faster to shifting regulations and threats with intelligent governance, risk and compliance. The world's top brands trust Software AG to help them rapidly innovate, differentiate and win in the digital world. Learn more at www.SoftwareAG.com.

© 2015 Software AG. All rights reserved. Software AG and all Software AG products are either trademarks or registered trademarks of Software AG. Other product and company names mentioned herein may be the trademarks of their respective owners.

SAG_Digital_Business_Platform_4PG_FS_Oct15