

Research & development

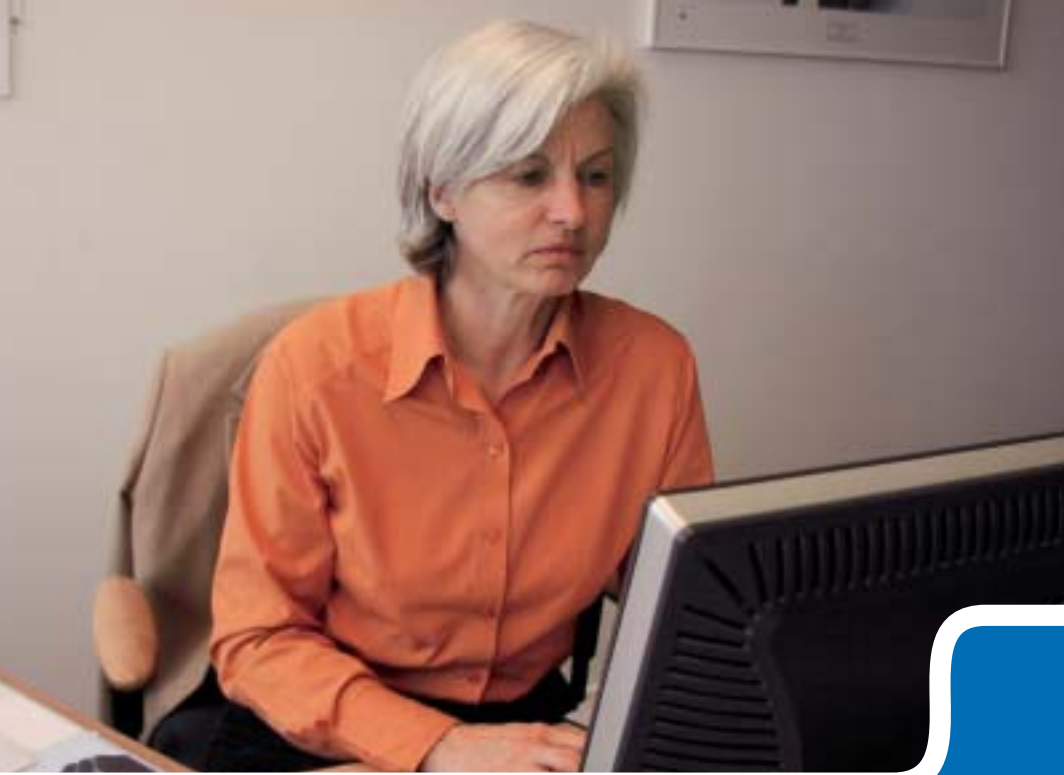
Innovation drives growth

Darmstadt, Germany
Derby, United Kingdom
Madrid, Spain
Pune, India
Reston, Virginia, USA

Our claim to be a leading-edge supplier is based on innovation. In a world-wide R&D network, we develop products and solutions with the potential for market leadership. Research and development are directly linked to the market. In combination with the integration into the business lines, this allows for a strong customer focus. Users' requests are anticipated and implemented in advance. Tomorrow's success will grow from today's competence.

"Customers need a central, uniform source of information which com-piles all kinds of data in real time. Software AG is capable of implementing business initiatives, such as consistent access to information, or self service, fast and cost-efficiently. This could actually shake up the classical integration approach."
IDC, USA.







Product management

Portfolio that drives growth

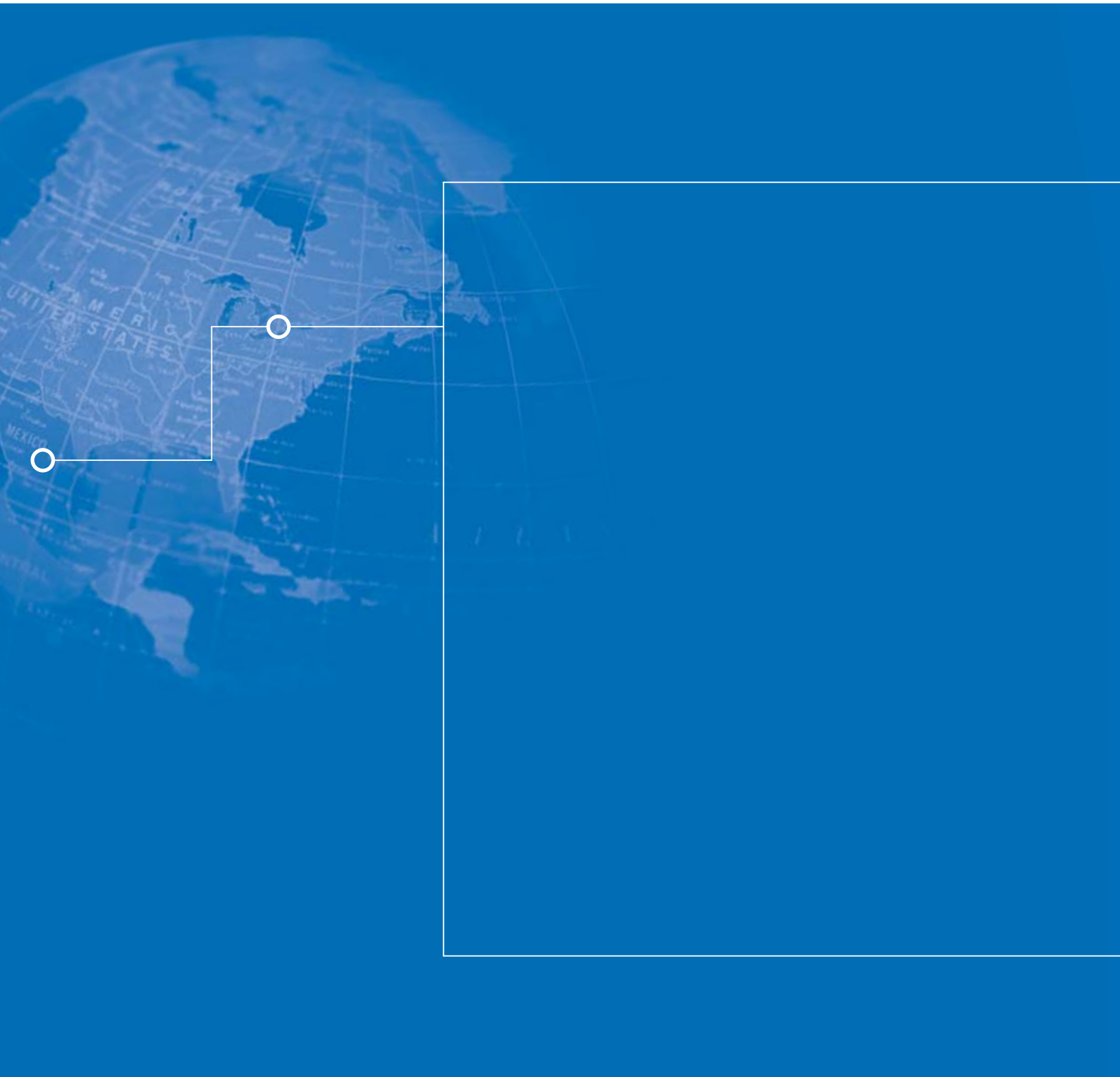
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ETS modernization increases the efficiency of mainframe systems. XML integration provides seamlessly linked systems. Together both business areas deliver the fundamental tasks of information technology. Our product management network's research is based on the international experience gained from successful projects. This produces best practice models, which we reproduce world-wide. For example, with vertical industry solutions, which address specific business issues.

"With the support of Software AG, we have developed an infrastructure that can be considered a generally applicable solution approach for other fiscal and economic problems. Without the flexibility and expandability of XML, we could not have achieved this."

Commerzbank AG, Germany







Sales

Customers drive growth

Cambridge, Canada

Hong Kong, China

Lomas de Chapultepec, Mexico

Singapore, Singapore

Integrated processes. Secure data transfer. Information in real time. World-wide, we support 3,000 customers from industry and from public administration.

Our strong customer base ensures continuous repeat business and our established reputation opens up additional sales opportunities. Efficient marketing, proven sales strategies, and access to decision-makers create a win-win situation from which both sides benefit – our customers as well as Software AG.

"Our relationship with Software AG, which has existed for almost 20 years, has never been better than today. The professional team from Software AG offers us outstanding support. As a result, the company has become one of our most important business partners."

Nissan Motor Company Pty Ltd, Australia.

