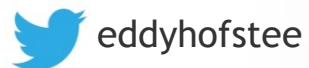




PARTNERDAY SEPT 2016

POWERUP UPDATE

- *Ed Hofstee*
- *Channel Sales Manager Benelux*
- **T: +31 (0)6 433 64 231**
- **E: Eddy.hofstee@softwareag.com**



MARKET

FOCUS AREAS FOR DIGITAL TRANSFORMATION

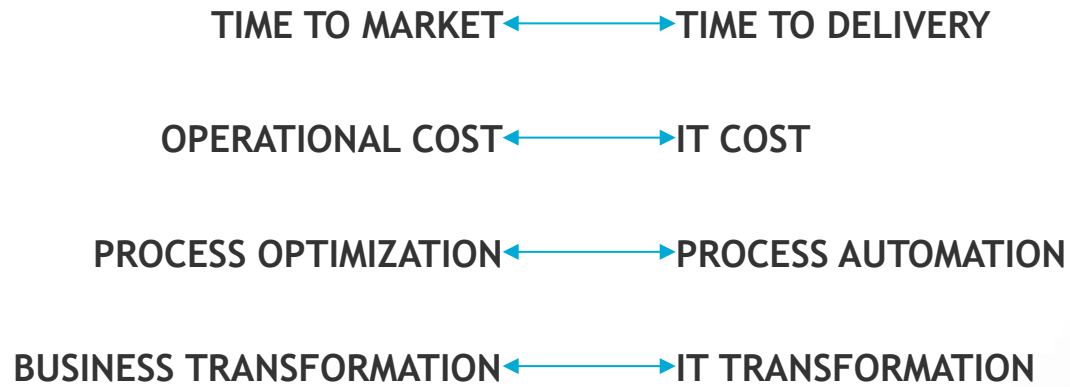
Application infrastructure and middleware

Develop, deploy and
integrate applications

Manage business
and IT transformation

COO AND CIO JOINING FORCES

DIFFERENT RESPONSIBILITIES, SHARED KPIS





PHILIPS



ING



HEINEKEN



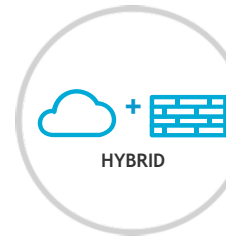
Ahold



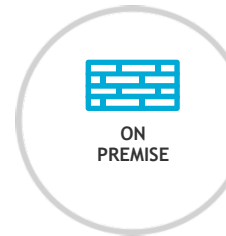
ABN·AMRO



brandloyalty



HYBRID



ON
PREMISE

SO WHAT'S NEW?



Software AG

PowerUp Partner Program



RESERVED MARKETS


POWERUP SELECT PARTNER PROGRAM

SELECT Partner Responsibilities

Self-sufficient coverage in reserved markets includes:

- Investments in training and professionals (sales & service)
- Development of a joint sales and marketing strategy
- Building a sales pipeline and commitment of license revenue
- Management of contract and pricing negotiations

POWERUP SELECT PROGRAM




POTENTIAL
RESELL MARGIN

GEOGRAPHY INDUSTRY

MARKET SEGMENT SOLUTION

RESERVED MARKETS

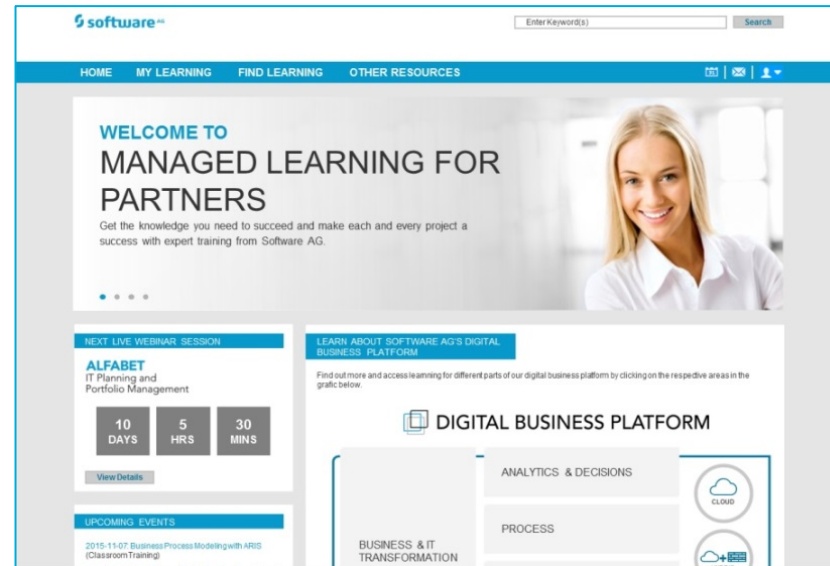
PREFERENTIAL SUPPORT
No competition from Software AG



Governed by SELECT Business Plan

GLOBAL PARTNER EDUCATION MANAGED LEARNING FOR PARTNERS

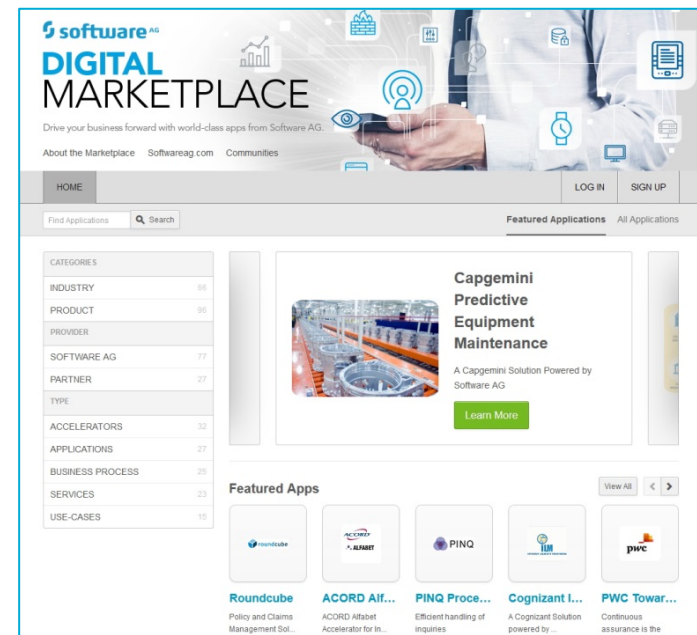
- **One-stop-shop** for training services offered through
 - E-learning
 - Live webinar sessions
 - Classroom and remote training
 - Certification
- **Guided learning** through
 - Role based learning maps
 - Skill based entry levels
- **Login using your Empower user name and password**



partnertraining.softwareag.com

JOINT GO-TO-MARKET DIGITAL MARKETPLACE

- Unique sales channel to showcase your expertise to a global audience
- Free listing for **PowerUp Partners**
- Shorten your own time-to-market by engaging with complementary partners and offerings
- Co-innovation between partners is at the heart of the marketplace

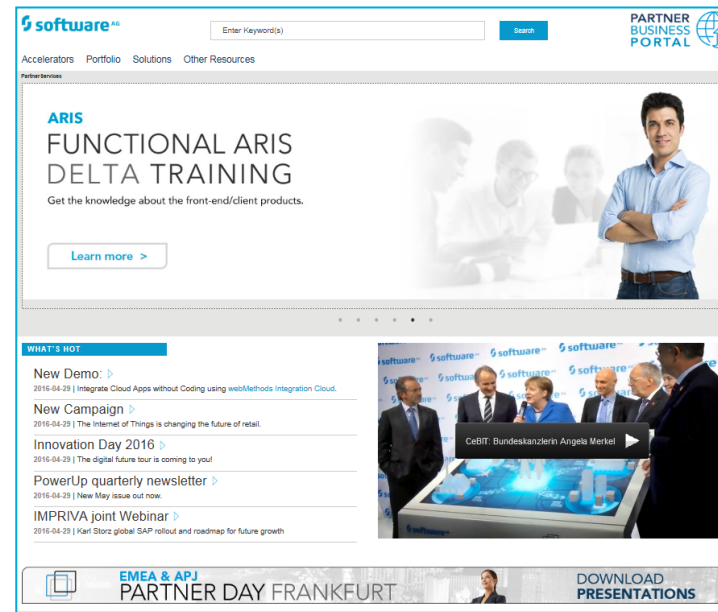


marketplace.softwareag.com

PARTNER BUSINESS PORTAL

EASY ACCESS TO A WEALTH OF ASSETS

- Partner-oriented sales materials
- Tailored marketing collateral
- Digital campaign templates
- Logos and trademarks
- Current product documentation
- Demos and showcases
- Implementation best practices
- Login using your Empower email and password

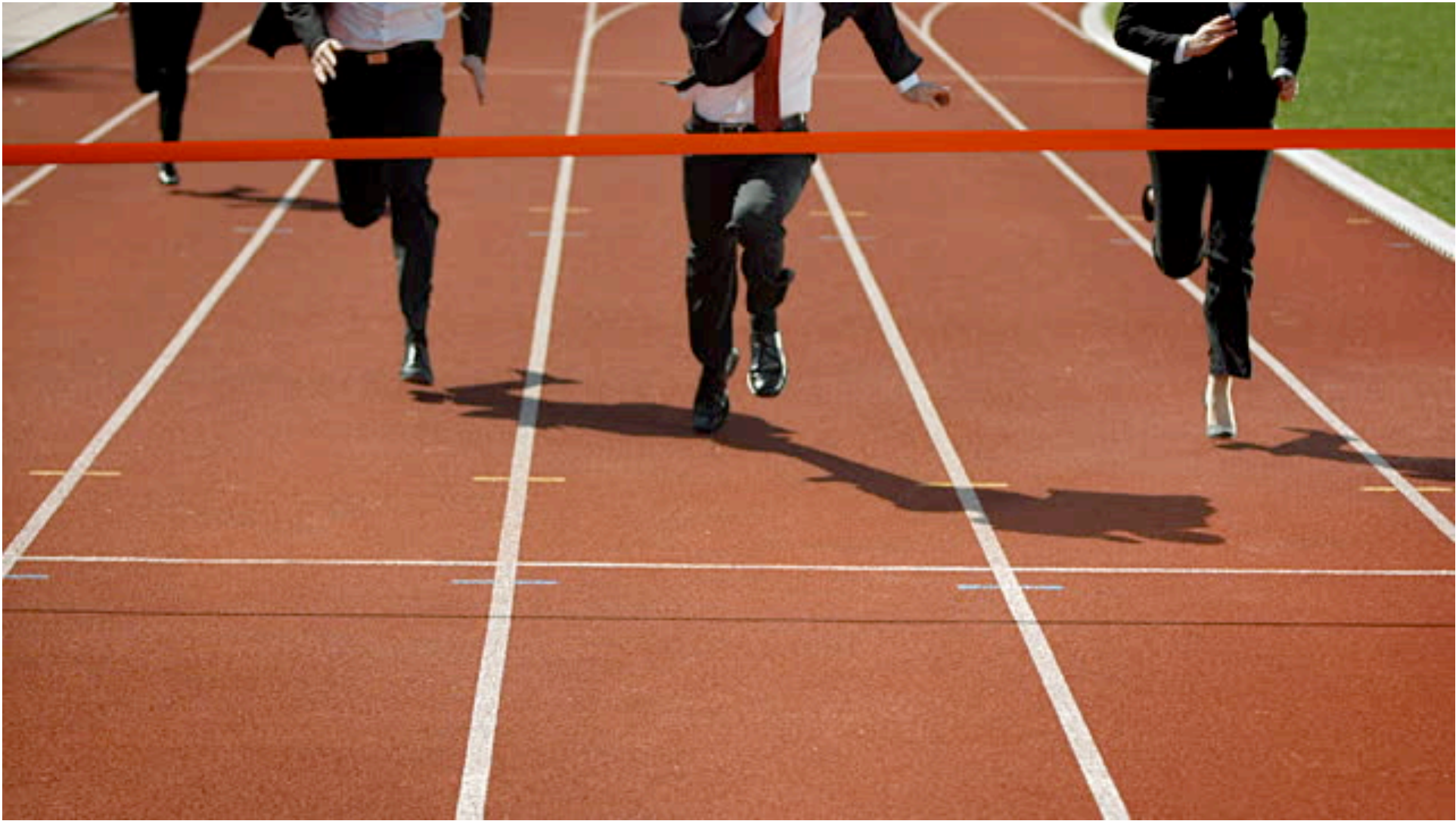


partner.softwareag.com

READY TO GO?

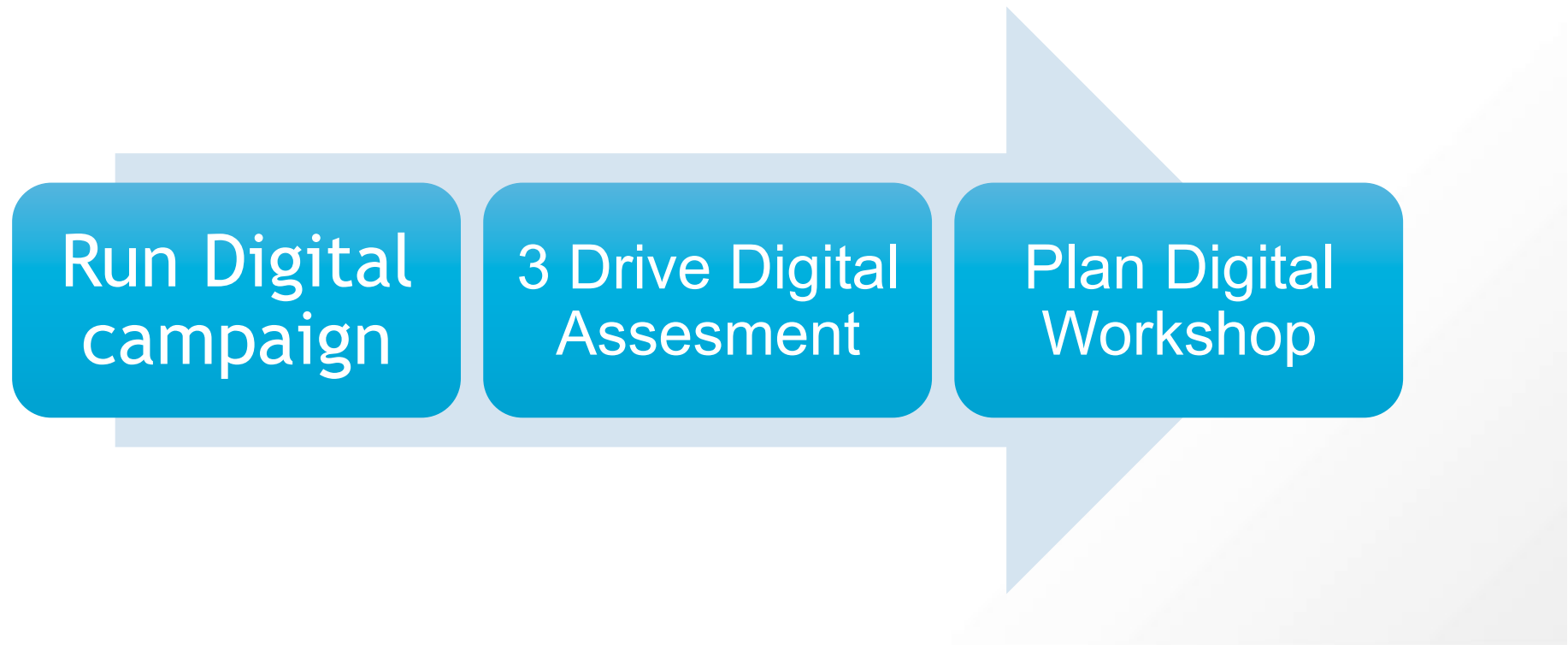
- RESERVED MARKETS
- HIGH MARGINS
- COMMITMENT SOFTWARE AG
- HUGH MARKET OPPORTUNITY





Q4 INCENTIVE: DRIVE DIGITAL NOW!

DIGITAL FITNESS ASSESSMENT



DIGITAL FITNESS ASSESSMENT

- Based on the seven digital disciplines we track in the Customer Discovery
- Consistent across all industries and all industry initiatives
- Kick-off Oct 3-4 during Digital Innovation Day U.S.

ASSESS

