

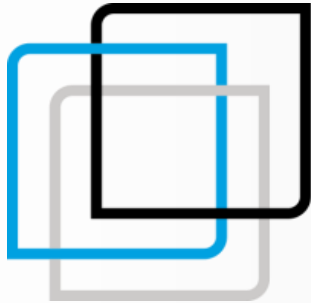


# THE IT-IZATION OF THE WORLD

DECENTRALIZED, AGILE, COLLABORATION  
PARTNERSHIPS TO CO-INNOVATE  
NO OFF-THE-SHELF SOFTWARE  
PLATFORMS BEAT PRODUCTS

# THE SOLUTION

SOFTWARE AG OFFERS THE WORLD'S FIRST DIGITAL BUSINESS PLATFORM



## DIGITAL BUSINESS PLATFORM

---

**The Digital Business Platform:** the interface between changing markets and agile business operations, the common face of business strategy and IT strategy, the human face between the individual and the Internet of Things.

# DIGITAL BUSINESS PLATFORM

## INTEGRATED BUILDING BLOCKS



### BUSINESS & IT TRANSFORMATION

Manage and govern  
the change

#### ANALYTICS & DECISIONS

Enabling faster and better decisions

#### PROCESS

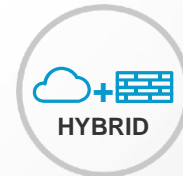
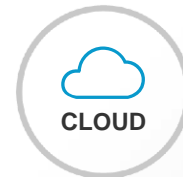
Combining people, business and things

#### INTEGRATION

Connecting multiple endpoints

#### IN-MEMORY DATA

Providing performance and scale



# DIGITAL BUSINESS PLATFORM

## MARKET-LEADING PRODUCTS



### BUSINESS & IT TRANSFORMATION

**ARIS**

Business Process Analysis

**ARIS**

Governance, Risk & Compliance Management

**ALFABET**

IT Portfolio Management

**ALFABET**

Enterprise Architecture Management

### ANALYTICS & DECISIONS

**APAMA**

Streaming Analytics

**WEBMETHODS**

Operational Intelligence

### PROCESS

**WEBMETHODS**

AgileApps

**WEBMETHODS**

BPM

### INTEGRATION

**WEBMETHODS**

API Management

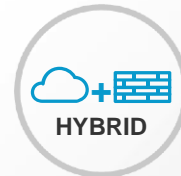
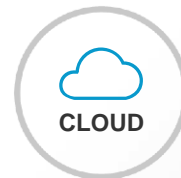
**WEBMETHODS**

Integration

### IN-MEMORY DATA

**TERRACOTTA**

In-Memory Data Fabric





# DIGITAL BUSINESS PLATFORM

## INDUSTRY USE CASES - EXAMPLES



### BANKING

Operationalize Blockchain



Total Surveillance in Capmarkets



### RETAIL

Omni-Channel Orchestration in Retail



Customer Experience Mngt in Retail



### MANUFACTURING

Smart Logistics for Manufacturers



Enterprise QMS for Manufacturers



### UTILITIES

Energy theft Detection



Distributed Generation Monitoring



### COMM. & MEDIA

Next Best Action / Offer for Telco's



Customer Journey Mapping for Telco's

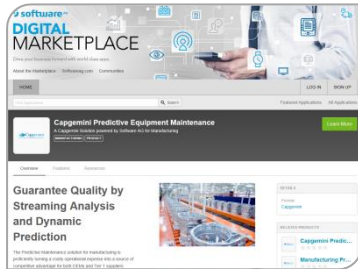


# HOW TO MAKE MONEY TOGETHER? 3 WAYS...



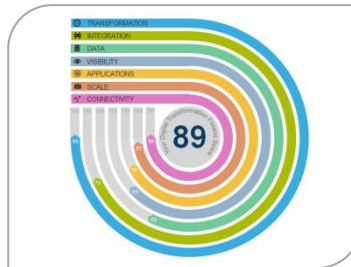
## DEVELOP

- Develop industry use cases
- Publish collaterals on the Digital Marketplace
- Define a joint GTM
- Follow up leads and sell!



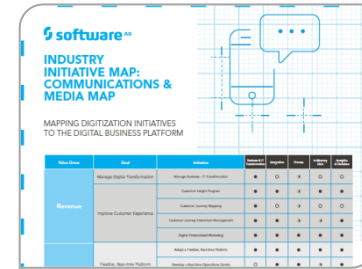
## ASSESS

- Start a Campaign
- Invite contacts for the Digital Fitness check
- Advise based on results
- Follow up leads and sell!



## DISCOVER

- Target industries & accounts
- Business & Technical Discovery Workshop: provide Business Case
- Follow up leads and sell!



# DIGITAL MARKETPLACE

Drive your business forward with world-class apps.

About the Marketplace Softwareag.com Communities

DEVELOP

HOME

LOG IN

SIGN UP

Find Applications

Search

Featured Applications

All Applications

CATEGORIES	
BANKING AND SECURITIES	24
COMMUNICATIONS, MEDIA & S...	9
EDUCATION	1
ENERGY & NATURAL RESOUR...	5
GOVERNMENT	8
HEALTHCARE	1
INSURANCE	2
MANUFACTURING	18
RETAIL	47

st  
prise  
s End-to-



## Capgemini Predictive Equipment Maintenance

A Capgemini Solution powered by Software AG for Manufacturing

[Learn More](#)



software Solution Series Manufacturing

### PREDICTIVE MAINTENANCE

Capgemini is a new resource open while ensuring higher service quality.

Your problem: Manufacturers rightly focus on improving profit margins and growing revenue. However, they often neglect predictive maintenance and asset protection. This leads to increased maintenance costs, production downtime, and unplanned downtime. The solution: Software AG brings the benefit of things 4.0, increases machine and process availability, and reduces maintenance costs. Predictive maintenance is a key element of production 4.0 and can be used to predict machine failure, process anomalies, and maintenance needs. This enables you to plan maintenance activities in advance, avoid unplanned downtime, and reduce maintenance costs. The solution: Software AG brings the benefit of things 4.0, increases machine and process availability, and reduces maintenance costs. Predictive maintenance is a key element of production 4.0 and can be used to predict machine failure, process anomalies, and maintenance needs. This enables you to plan maintenance activities in advance, avoid unplanned downtime, and reduce maintenance costs.

**Problem details**

Software AG's Predictive Maintenance solution is a cloud-based solution that provides a comprehensive view of machine and process health. It uses advanced analytics and machine learning to predict machine failure and process anomalies. This enables you to plan maintenance activities in advance, avoid unplanned downtime, and reduce maintenance costs. The solution: Software AG brings the benefit of things 4.0, increases machine and process availability, and reduces maintenance costs. Predictive maintenance is a key element of production 4.0 and can be used to predict machine failure, process anomalies, and maintenance needs. This enables you to plan maintenance activities in advance, avoid unplanned downtime, and reduce maintenance costs.

**Why Software AG?**

- Cloud-based solution
- Advanced analytics and machine learning
- Real-time monitoring and alerting
- Scalable architecture
- Integration with existing systems
- High availability and reliability
- Comprehensive support and training

software

### PREDICTIVE EQUIPMENT MAINTENANCE

A CAP GEMINI SOLUTION POWERED BY SOFTWARE AG



Capgemini

software

### PREDICTIVE MAINTENANCE BY CAPGEMINI

Staying ahead of maintenance requires agility, insight and above all prediction.

The Predictive Maintenance solution provides the software technology and the Capgemini expertise to help you stay ahead of maintenance.

**Business needs**

- Reduce maintenance costs
- Increase machine and process availability
- Improve maintenance planning
- Reduce unplanned downtime
- Increase production efficiency

**Benefits**

- Predictive Maintenance enables the manufacturing industry to stay ahead of maintenance, reduce maintenance costs, and increase machine and process availability.
- The solution provides a comprehensive view of machine and process health, enabling you to plan maintenance activities in advance, avoid unplanned downtime, and reduce maintenance costs.
- The solution is cloud-based, scalable, and integrates with existing systems.



DEVELOP

MANUFACTURING IS GOING DIGITAL

Are you ready?

Watch now



CONNECTED MANUFACTURING

New digital technologies can help manufacturers optimize end-to-end operations and become more responsive to customers. Bringing IoT and enterprise IT together breaks down information silos and enables new service-based business models. Turning real-time insights from sensors and devices into actionable intelligence -- this is the power of Connected Manufacturing.



INVENT A BETTER FUTURE

Digital Transformation for Manufacturing

[manufacturing.softwareag.com](http://manufacturing.softwareag.com)

# FIT FOR **DIGITAL** TRANSFORMATION?

ASSESS

57%

YOUR DIGITAL FITNESS

- 
- A runner in a red tank top and black shorts is seen from behind, running up a stone staircase on a hillside. The scene is set during a golden sunset over a body of water. A digital overlay is present, featuring a bar chart and a list of digital fitness metrics. The runner's path is highlighted with a glowing blue line.
- 19% TRANSFORMATION FIT
  - 22% DATA FIT
  - 76% INTEGRATION FIT
  - 24% VISIBILITY FIT
  - 40% CONNECTIVITY FIT
  - 24% SCALE FIT
  - 66% APPLICATIONS FIT



YOUR DIGITAL FIT

# FIT FOR DIGITAL TRANSFORMATION?

19%	TRANSFORMATION FIT
22%	INTEGRATION FIT
76%	DATA FIT
25%	VISIBILITY FIT
40%	APPLICATIONS FIT
84%	SCALABILITY FIT
84%	CONNECTIVITY FIT

software AG #Fit4Digital

## ASSESS

1

### FIT FOR TRANSFORMATION?

software AG #Fit4Digital

2

### FIT FOR INTEGRATION?

software AG #Fit4Digital

3

### FIT FOR DATA?

software AG #Fit4Digital

4

### FIT FOR VISIBILITY?

software AG #Fit4Digital

# PARTNERS + SOFTWARE AG

5

### FIT FOR APPLICATIONS?

software AG #Fit4Digital

6

### FIT FOR SCALABILITY?

software AG #Fit4Digital

7

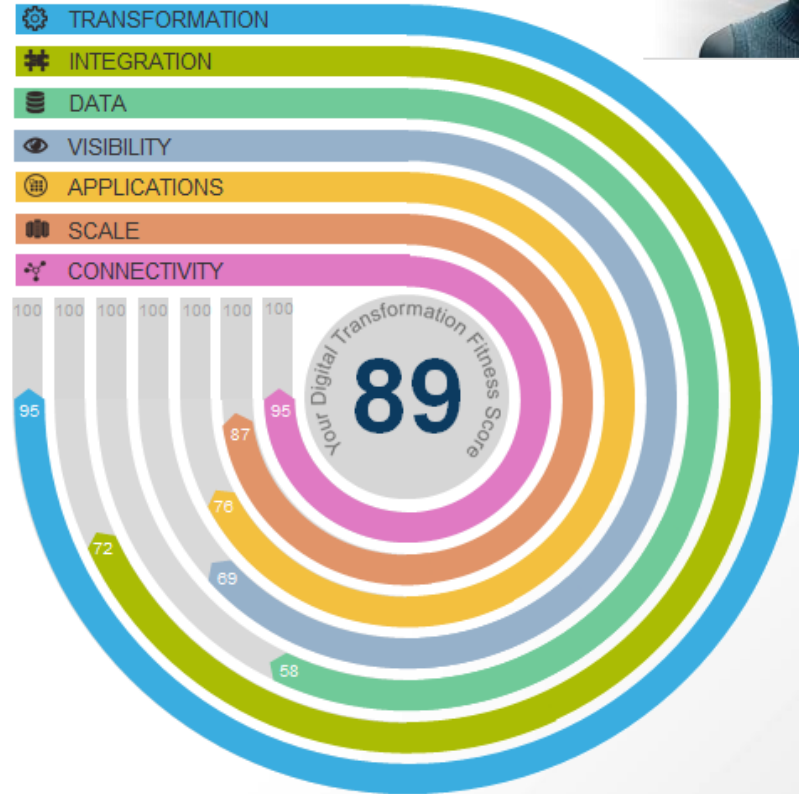
### FIT FOR CONNECTIVITY?

software AG #Fit4Digital

# DIGITAL FITNESS ASSESSMENT

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

## ASSESS





DISCOVER

# HOW SHOULD YOUR CUSTOMERS DIFFERENTIATE IN THEIR INDUSTRY?



# DISCOVERY PROCESS

## DISCOVER



Integration	Process	In-memory Data	Analytics and Decisions	Business & Transformation
●		●	●	
↓		↓	↓	
<ul style="list-style-type: none"> <li>• Application Integration</li> <li>• Data Integration</li> <li>• Services Governance</li> <li>• API Management</li> </ul>		<ul style="list-style-type: none"> <li>• Distributed Storage &amp; Compute</li> <li>• Ultra-fast Universal Messaging</li> </ul>	<ul style="list-style-type: none"> <li>• Business Dashboards</li> <li>• Event Processing</li> <li>• Pattern Detection</li> </ul>	

### The Discovery Process In Action

1. A Communications & Media customer identified Revenue as their main Value Driver
2. Improve Customer Experience identified as a key Goal in driving revenue
3. A Customer Insight Program identified as the key initiative
4. Obstacles that are preventing customer insights are listed
5. Enabling factors will help overcome the obstacles. A short list of Enablers was identified
6. Required technical Capabilities identified

Value Driver	Goal	Initiative
<b>1</b> REVENUE	Manage Digital Transformation	Manage Business - IT Transformation
	<b>2</b> Improve Merchandising Decisions	<b>3</b> Customer Insight Program
		Customer Journey Mapping
		Customer Journey Interaction Management
		Digital Personalized Marketing

4	Obstacles		6
Siloed data models and data sources	<ul style="list-style-type: none"> <li>• Data required for to attain customer insight comes resides in multiple systems (CRM, promotion management, point of sale, web commerce, customer service, returns management)</li> <li>• To attain a true customer insight a consistent picture across each of these systems is required</li> </ul>		↓
Delayed visibility, analytics and decisions	<ul style="list-style-type: none"> <li>• Unable to achieve real-time customer insight due to lack of streaming data from key systems, e.g. - CRM, promotion management, product master, point of sale, content management, web commerce, customer service, returns management</li> </ul>		
Inability to scale with extreme data volumes	<ul style="list-style-type: none"> <li>• Unable to make data from upstream systems available to customer insight applications in a timely manner due to streaming data choke points and delays due to disk based storage.</li> </ul>		
5	Enablers		
Consistent data models, views and access to information	Optimize sales, marketing and administration		
Right-time visibility, analytics and decisions	Leverage business opportunities at the right time and mitigate risks		
Capacity to address real-time big data challenges	Scale business operations at peak times and expand to new markets		





# COLLABORATION

## DISCOVER

# JOINT CUSTOMER DISCOVERY PROCESS



Our process starts with a shared belief in  
**DIGITAL TRANSFORMATION**



### Discover

**STRATEGIC  
INITIATIVES**  
and priorities

### Identify

**OBSTACLES**  
due to current  
Architecture

### Apply

**DISCIPLINES**  
to transform to a  
digital business

### Validate

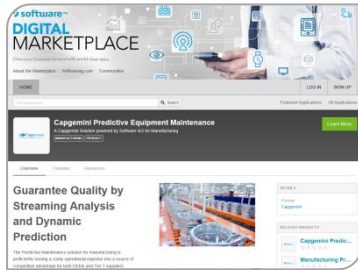
**CAPABILITIES**  
of the Digital  
Business Platform  
✓ *Value Proposition*

# HOW TO MAKE MONEY TOGETHER? SUMMARIZED



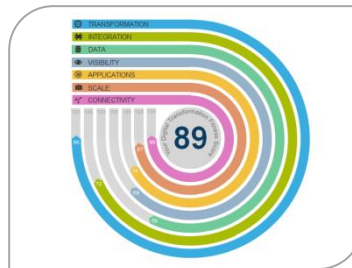
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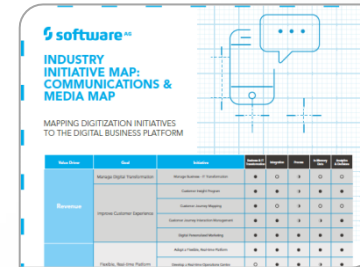
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**TOGETHER WE HAVE THE POWER**

**TO IMAGINE AND INITIATE  
DIGITAL TRANSFORMATIONS  
WITH OUR JOINT PROSPECTS**





# software<sup>AG</sup>

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VP Industry Solutions



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