



# PARTNERING TO DRIVE CUSTOMER SUCCESS

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Chief Customer Officer  
Member of Management Board, Software AG



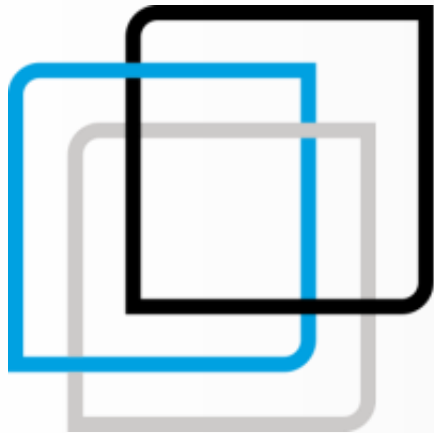


# THE IT-IZATION OF THE WORLD

THE DIGITAL IMPERATIVE

## THE SOLUTION

SOFTWARE AG OFFERS THE WORLD'S FIRST  
DIGITAL BUSINESS PLATFORM



# DIGITAL BUSINESS PLATFORM

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**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.

# PARTNERING IS STRATEGIC

## Drive profitable growth & scalability for SAG

Increase capability to **generate incremental license revenue** through white space reselling

**Increase** the **effectiveness** of our direct sales and customer relevance through joint-sales projects

Drive **proliferation of solutions** and use cases development from partners to accelerate adoption of DBP

**Extend** and complement our **global service coverage** via competent and committed partners

# EVER-EXPANDING PARTNER ECOSYSTEM TO BETTER SERVICE CUSTOMERS

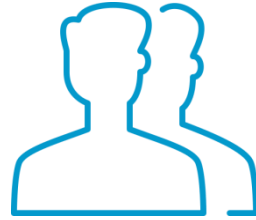
WORLDWIDE  
COVERAGE

>70  
COUNTRIES



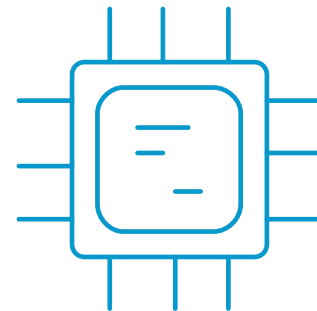
11

OF THE LEADING  
GLOBAL SIs



20+

TECHNOLOGY  
PARTNERS



380+

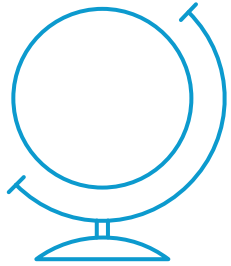
SALES &  
SERVICE  
PARTNERS



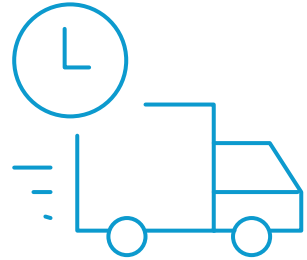
TRUST – DEDICATION – APPRECIATION – PREDICTABILITY

# PARTNER STRATEGY 2016

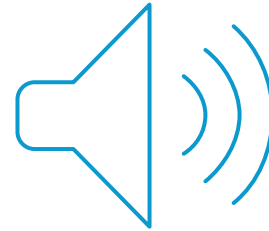
## PARTNER ENGAGEMENT MODELS



**Services**



**Solution Build**



**Joint Selling**



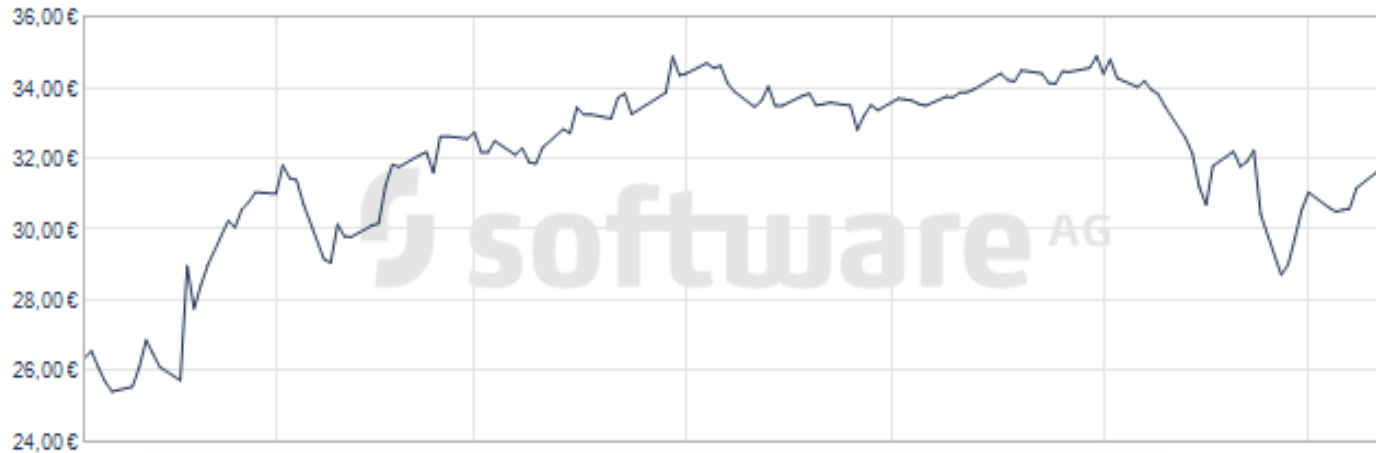
**“White Space”  
Coverage**

**CoSell**

**Named  
Acct ReSell**

# EXTERNAL MARKET REACTION

## Q2 2016



**+37,7 %**  
since 1 January 2016  
After  
**+30,79%** in 2015

*“The digital revolution is a long-term stimulus program for Software AG”*

**Frankfurter Allgemeine**  
ZEITUNG FÜR DEUTSCHLAND

*“SAP rival with good financial figures”*

**Handelsblatt**

*“Software AG share up by 6 percent: Company adjusts outlook 2016”*

**BÖRSE**  
ONLINE

*“Software AG is now accelerating!”*

**boerse.ARD.de**

*“Software AG improves outlook – share clearly in plus”*

**4 investors**

# HUGE MARKET OPPORTUNITY

**2B €**

OPPORTUNITY FOR PARTNERS





**GET READY!**

**IMAGINE AND INNOVATE**

**IP IS A KEY DIFFERENTIATOR**

**EMBRACE THE OPPORTUNITY...**

**NOW!**



WE ARE  
**STRONGER**  
TOGETHER

