

SOFTWARE AG

USER GROUP

2018

Benvenuto e apertura lavori

Fabio Todaro
VP Sales & Country Representative
Software AG Italia



WHY ARE WE MORE RELEVANT THEN EVER?

**“A Digital Business Technology Platform
Is Fundamental To Scaling
Digital Business”**

Gartner, October 2017

Enabling the Digital TRANSFORMATION

Plan

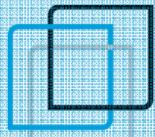
“Customer Services” -Centric
Processes

Orchestrate

Adaptive Applications

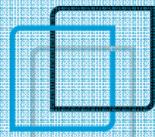
Manage

Business Event Correlation
& Fast Decisions



Business & IT
Transformation
Platform

ARIS
ALFABET
BY SOFTWARE AG



NextGen Integration,
iBPMS & API
Platform

WEBMETHODS



Complex Event
Processing
Platform

APAMA
PRESTO

The Software AG HYBRID DIGITAL BUSINESS PLATFORM

DIGITAL BUSINESS PLATFORM

YOUR DIGITAL FUTURE WITHOUT COMPROMISE



BUSINESS & IT TRANSFORMATION

Process Transformation & Management

Governance, Risk & Compliance

Portfolio Management

Enterprise Architecture Management

powered by
ARIS & ALFABET

ANALYTICS & DECISIONS

Streaming Analytics & Artificial Intelligence
In-Memory Data

powered by
TERRACOTTA & APAMA

PROCESS & APPLICATIONS

Dynamic Process Automation
Low-Code Applications

powered by
WEBMETHODS

INTEGRATION & API

Hybrid Integration
API Management

powered by
WEBMETHODS

DEVICES

Device Connectivity
Device Management

powered by
CUMULOCITY

INTERNET OF THINGS



CLOUD



HYBRID



ON PREMISES

DIGITAL BUSINESS PLATFORM

YOUR DIGITAL CAPABILITIES

BUSINESS & IT TRANSFORMATION

 Business strategy & planning

 Customer journeys

 Design & analysis

 Risk & compliance management

 Portfolio management

 Enterprise architecture

 Process analytics

ANALYTICS & DECISIONS



Streaming analytics

 Visual analytics



In-Memory store & compute



Machine learning



Predictive analytics



Edge analytics

PROCESS & APPLICATIONS



Dynamic orchestration



Process automation



Case management



Robotic process automation

 Low code app development



Mobile enablement



Task & work management



Rules management



Content management

INTEGRATION & API



Application integration



Cloud & Big Data integration



Messaging



Mainframe & data integration

 API gateway



API portal



API & service catalog



Master data management



B2B & managed file transfer

DEVICES



Device management



Device agents



Device connectivity



Edge services

INTERNET OF THINGS

PLATFORM VS PACKAGED APPLICATION

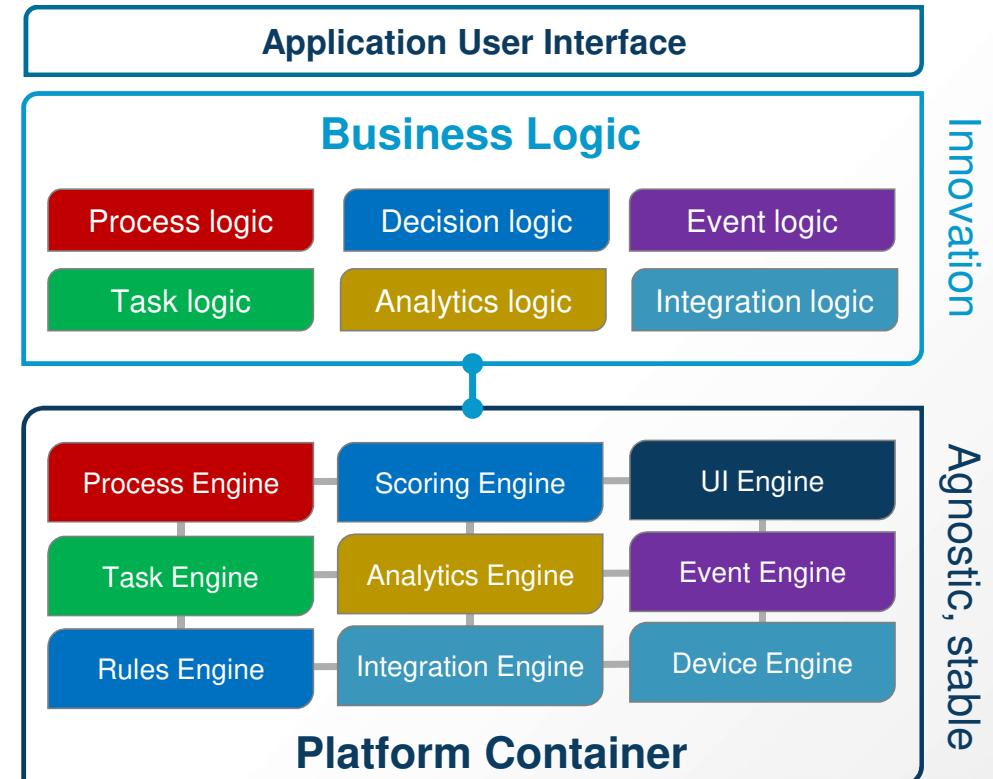
Packaged Applications



Built-in, interwoven types of logic:

- Process logic
- Task logic
- Decision logic
- Analytics logic
- Event logic
- Integration logic

Digital Platform Applications

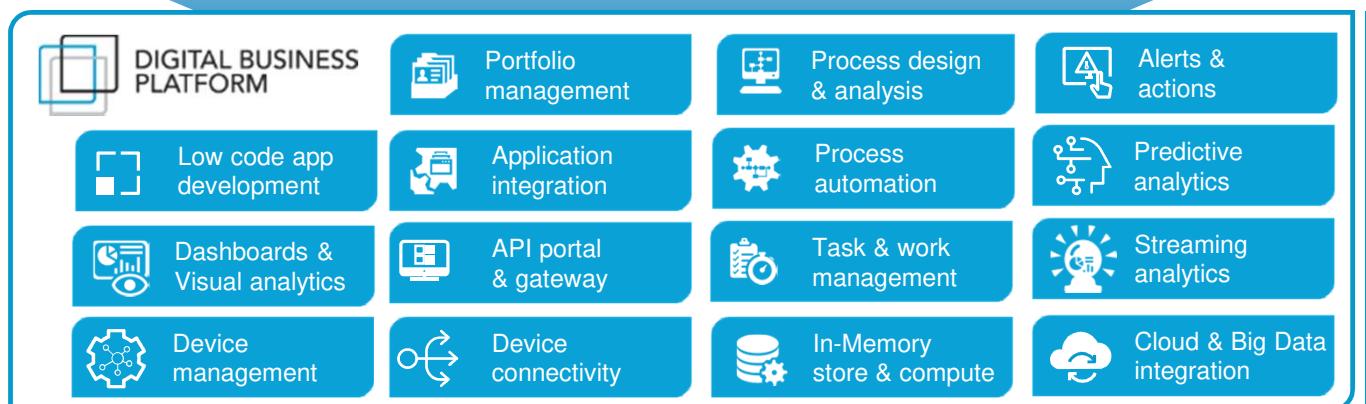


DIGITAL BUSINESS PLATFORM

PAAS PERSPECTIVE



Digital Business Applications



PaaS

New Digital Applications

- Agile
- Flexible
- Innovative
- Differentiating
- Outcome oriented

Existing IT Resources

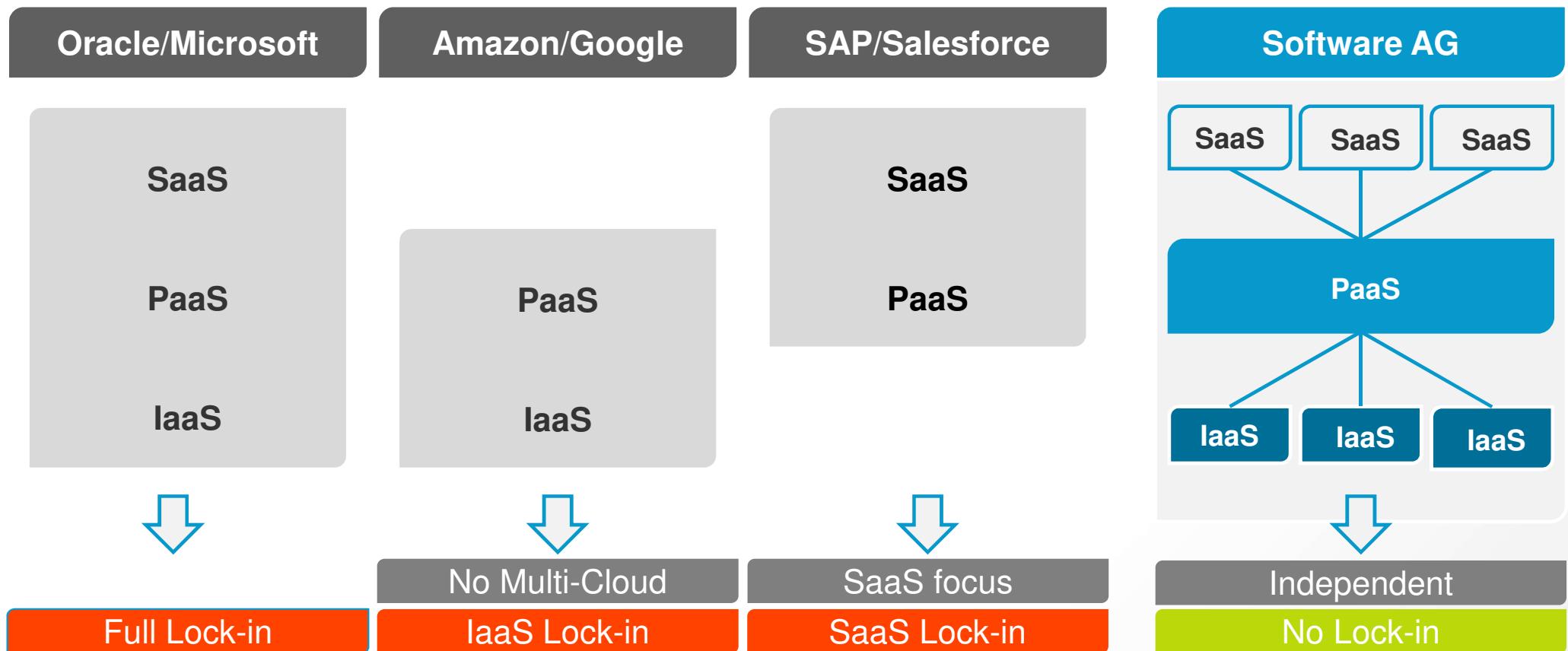
- Stable
- Mature
- Complex
- Expensive
- Standardized



Data Sources

MEGAPaaS PROVIDERS

PREVENT UNNECESSARY LOCK-INS



SOFTWARE AG

PaaS MARKET RELEVANCE

Giants

Oracle

SAP

IBM

Microsoft

...



Full Lock-in

“modern mainframes”

Singlefunction PaaS

Appian

Mule

PTC

Dell Boomi

...



Only tactical

High Complexity

Independent MegaPaaS



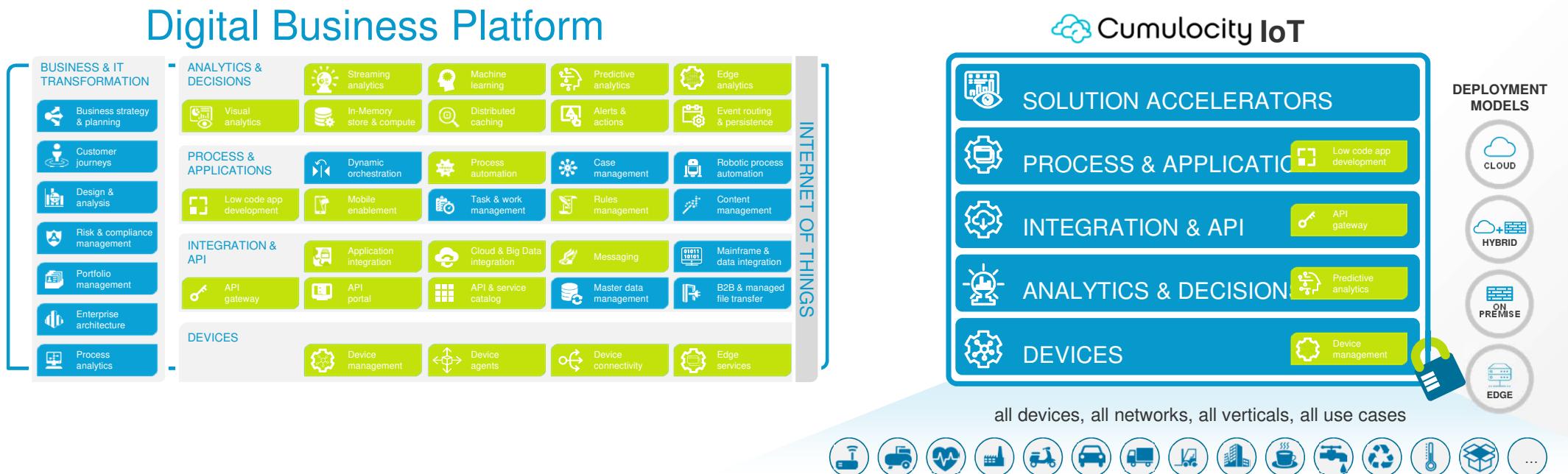
Strategic

Independent (SaaS, IaaS)

CUMULOCITY IOT

CUMULOCITY IOT KEY CAPABILITIES

BASED ON FUTUR PROOF TECHNOLOGY



IT and OT: Heavy IoT Investment But No Domination (Yet!)

IT Vendors

IBM

amazon
web services

ORACLE

Microsoft

SAP

IoT Edge
Platforms or
Gateways

IoT Cloud Platform

Enterprise
Applications

OT Vendors

SIEMENS

Schneider
Electric



BOSCH

ABB

Gartner



Illustration: Clash of the Titans by Sean Sumagaysay

2 © 2017 Gartner, Inc. and/or its affiliates. All rights reserved.

Representative Vendors Only

IT and OT: Heavy IoT Investment But No Domination (Yet!)

IT Vendors

IBM

amazon
web services

ORACLE®

Microsoft

SAP®

DMG MORI
AKTIENGESELLSCHAFT

ADAMOS

DÜRR

software AG

ZEISS

ASM

IoT Edge
Platforms or
Gateways

IoT Cloud Platform

Enterprise
Applications

OT Vendors

SIEMENS

Schneider
Electric

ge

H

BOSCH

ABB

Gartner®



Illustration: Clash of the Titans by Sean Sumagaysay

5 © 2017 Gartner, Inc. and/or its affiliates. All rights reserved.

Representative Vendors Only

AGENDA MATTINO

Orario	Titolo sessione
10.00 – 10.15	Benvenuto e apertura dei lavori Fabio Todaro, VP Sales & Country Representative, Software AG Italia
10.15 – 10.45	L'IoT secondo Software AG: use case e valore per il cliente <i>Francesco Maselli, Innovation & Solutions Director, Software AG Italia</i>
10.45 – 11.15	Piattaforma ESB a supporto della digitalizzazione dei processi aziendali e delle iniziative IoT di telecontrollo. L'esperienza del gruppo SIAD <i>Luciano Imperatore, Responsabile Applicazioni, Gruppo SIAD</i> <i>Gualtiero Biella, Managing Director, GN Informatica</i>
11.15 – 11.30	<i>Coffee break</i>
11.30 – 12.00	Dal sistema dei controlli interni alla Governance Integrata <i>L'evoluzione del sistema dei controlli interni integrato per la verifica della sostenibilità del modello di business aziendale</i> <i>Marco Sgura, Responsabile Internal Audit, Cassa di Risparmio di Bolzano</i> <i>Vincenzo Carolla, Managing Partner, IMC-Group</i>
12.00 – 12.30	Realizzare nuovi modelli di business in settori di mercato consolidati con il supporto del paradigma API <i>Filippo Bosi, CTO, Imola Informatica</i>
12.30 – 14.00	<i>Pranzo</i>

AGENDA POMERIGGIO

Orario	Titolo sessione
14.00 – 14.30	Software AG e l'Ecosistema strategico dei suoi Partner <i>Lorenzo Capozza, Partner Manager, Software AG Italia</i>
14.30 – 15.00	Strategy to execution: il sistema di gestione con ARIS per allineare strategia e operations. Un'esperienza d'uso di ARIS per il sistema di gestione aziendale <i>Massimo Maraziti, Partner, Process Factory</i> <i>Costanza Pierguidi, Corporate Organisation Development Department, A. Menarini Industrie Farmaceutiche Riunite</i>
15.00 – 15.30	La DBP come fattore abilitante e differenziante dell'IoT e della digitalizzazione <i>Cristian Fiorentini, Business Architect, Software AG Italia</i>
15.30 – 16.00	Q&A e chiusura dei lavori

SOFTWARE AG

USER GROUP

2018

software AG

