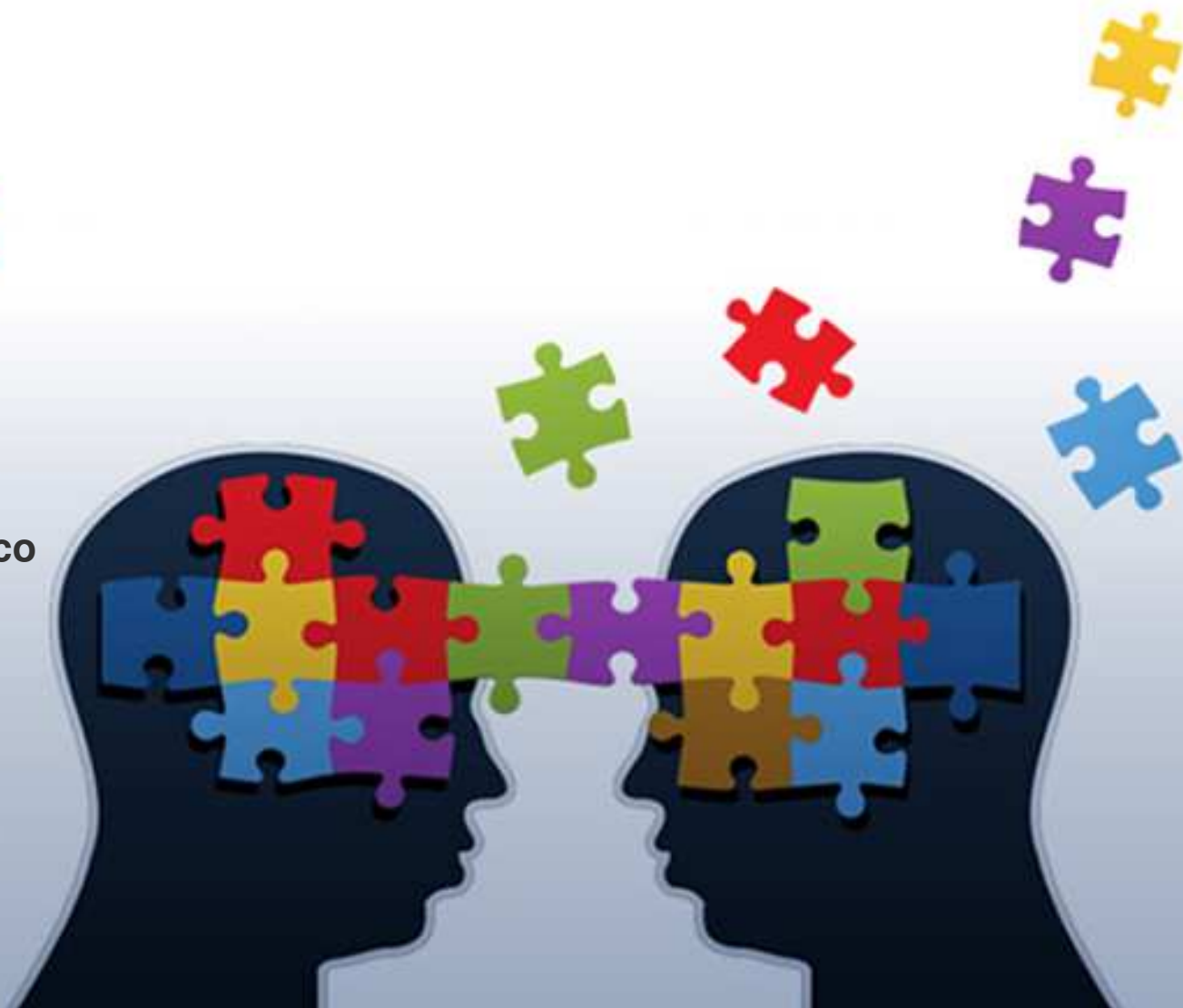


# SOFTWARE AG USER GROUP 2018

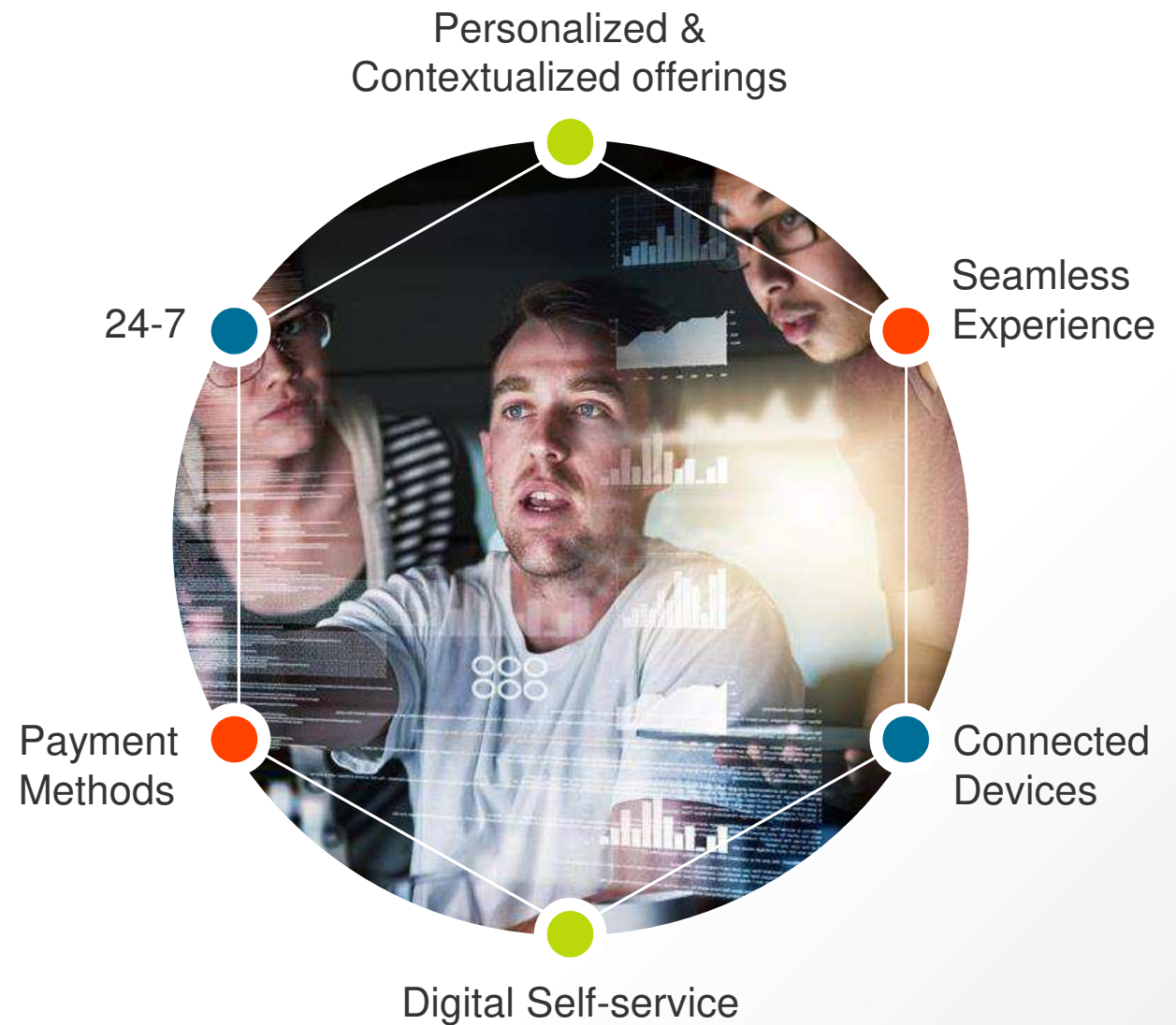
**Software AG e l'Ecosistema strategico  
dei suoi Partner**

*Lorenzo Capozza*

*Partner Manager, Software AG Italia*

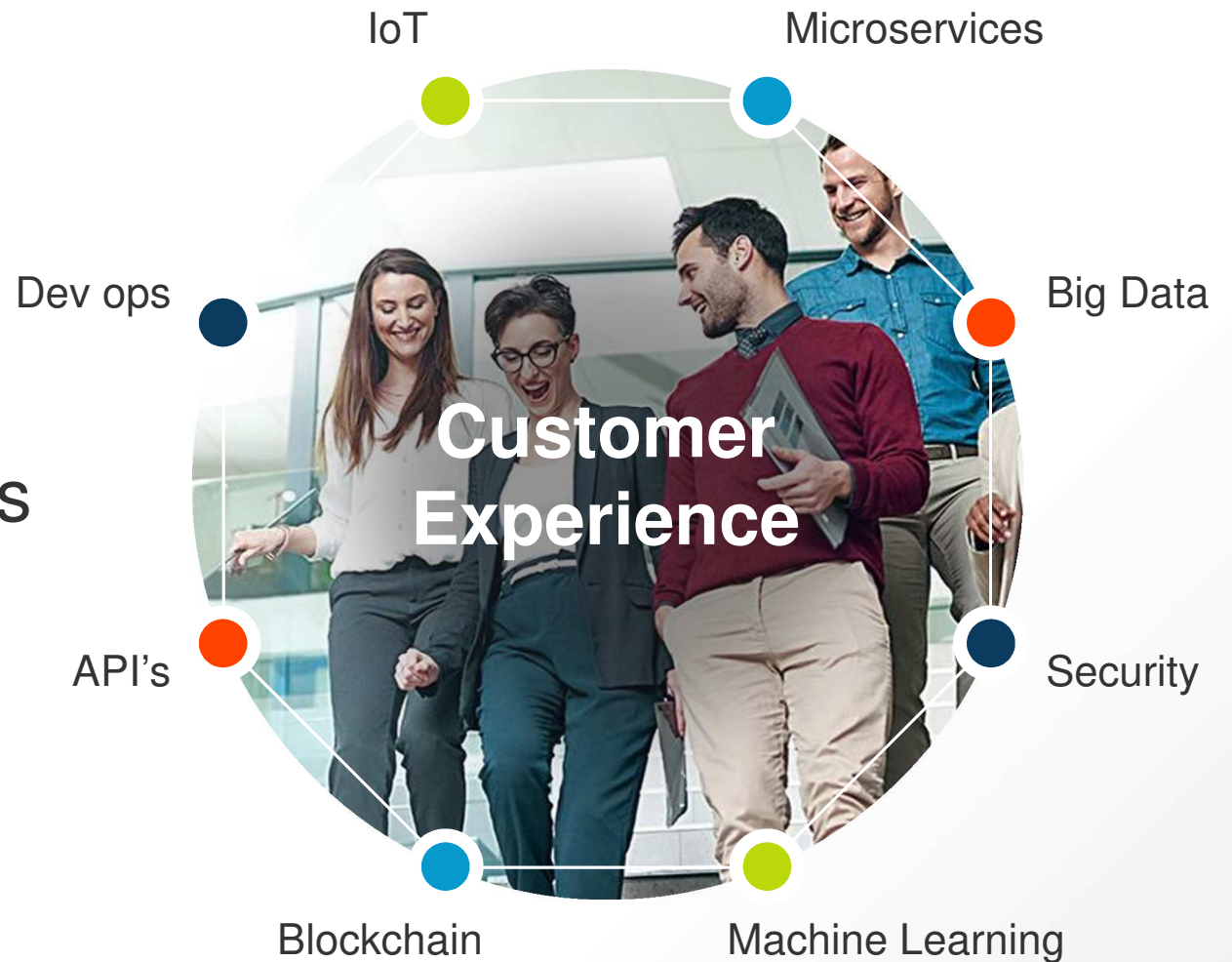


# Welcome to the era of **DIGITAL CX**



# YOU NEED A PARTNER

Who never compromises  
innovation or customer  
success



# A PARTNER WHO CONNECTS...

## THE EXISTING



**of all IT budgets**  
committed to cloud  
solutions in 2018

## THE NEW



**growth in data**  
generated per year  
44 trillion Gb by 2020

## AND THE FUTURE



**Trillion operating costs**  
of key affected industries  
could be impacted by IoT

**A PARTNER OF CHOICE**  
**who will simplify and accelerate  
your journey to becoming  
a digital business**

# THAT PARTNER IS SOFTWARE AG

Technology leader for more than 40 years in data management  
and application development platforms

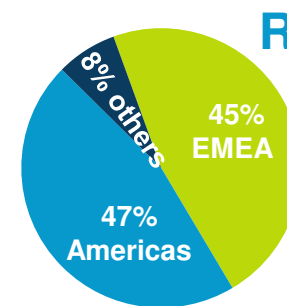
**€870+**  
**MILLION**  
IN REVENUE



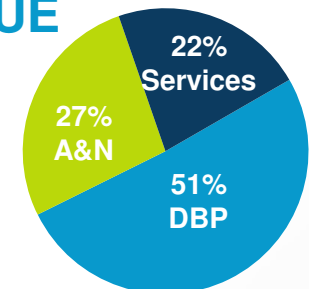
**45%+**  
recurring



**77%**  
product revenue

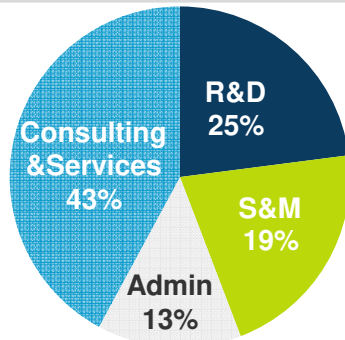


BY REGION\*



BY BUSINESS LINES\*

**4,400+**  
**EMPLOYEES\*\***



**>€3bn**  
**MARKETCAP**



~65% Free Float

\* Based on Group product revenue – FY 2016

\*\*P&L as of December 31, 2016





# CUSTOMER'S BENEFITS **SOFTWARE AG** **PARTNER** **ECOSYSTEM**

## ... THROUGH OUR PARTNERS

### A FORCE MULTIPLIER FOR SUCCESS

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#### **Increase value:**

- Effective sales and service delivery due to local coverage
- Reduce time-to-value through broad industry and vertical footprint
- Accelerating innovation & solutions to provide systems of differentiation
- Increase implementation success rate by extended partner service capabilities
- Successfully manage the transformation into a true DIGITAL business



# ACCESS KNOWLEDGE...

is unde omnis iste  
ate  
equid ut  
qua ipse quae ab illo inventore  
beatae vitae dicta sunt  
cum voluptatem quia voluptas  
sed qui consequuntur  
voluptatem sequi  
qui dolorem  
consectetur, adipisci velit,  
modi tempora incidunt ut  
aliquam quaerat voluptatem.

Nam libero tempore, cum soluta  
is est eligendi optio cumque nihil  
impedit quo minus id quod maxime  
placeat facere possimus

omnis voluptas assumenda est, omnis dolor  
repellendus. Temporibus autem quibusdam et aut  
officiis debitis aut rerum necessitatibus saepe eveniet ut  
et voluptates repudiandae sint et molestiae non  
recusandae. Itaque earum rerum hic tenetur a sapiente  
defectus, ut aut reiciendis voluptatibus maiores alias  
consequatur aut perferendis doloribus asperiores  
repellat. Sed ut perspiciatis unde omnis iste natus error  
sit voluptatem accusantium doloremque laudantium,  
totam rem aperiam, eaque ipsa quae ab illo inventore  
veritatis et quasi architecto beatae vitae dicta sunt

## Lifestyle

Sed ut perspiciatis unde omnis iste  
natus error sit voluptatem  
accusantium doloremque laudantium

Nam libero tempore, cum soluta  
nobis est eligendi optio cumque nihil  
impedit quo minus id quod maxime  
placeat facere possimus



# CREATING DIFFERENTIATING SOLUTIONS



# SOFTWARE AG

## USER GROUP

### 2018

 **software** AG

