

# SOFTWARE AG

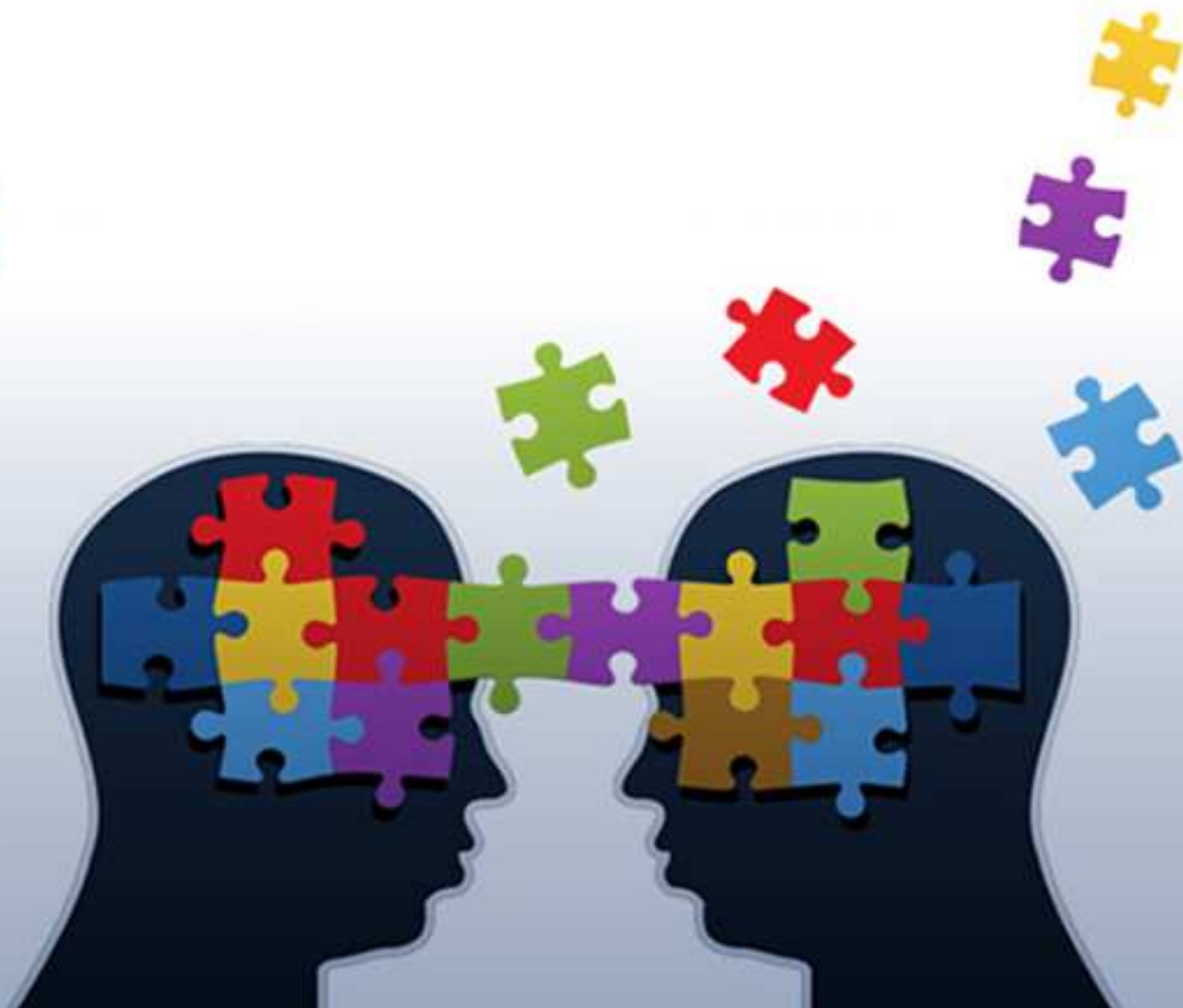
## USER GROUP

### 2018

La DBP come fattore abilitante e differenziante dell'IoT e della digitalizzazione

*Cristian Fiorentini*

*Business Architect, Software AG Italia*



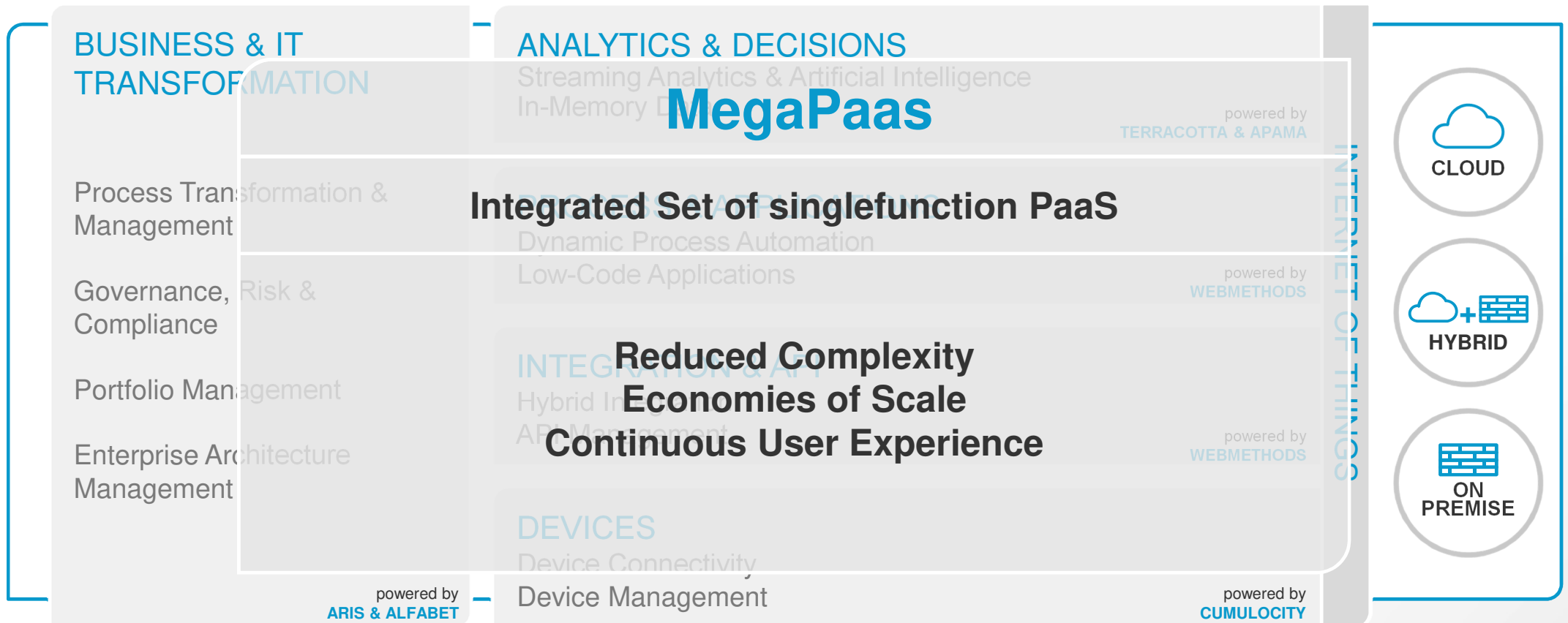
## WHY ARE WE MORE RELEVANT THEN EVER?

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

Gartner, October 2017

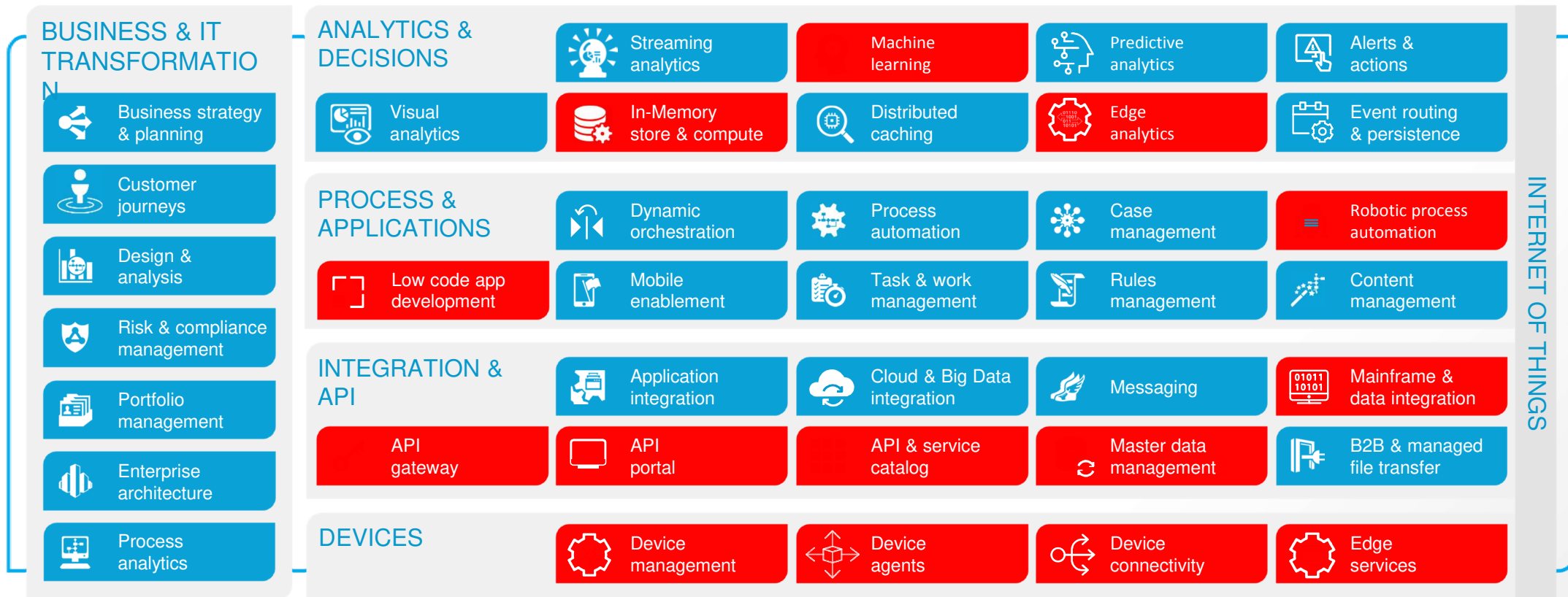
# YOUR DIGITAL BUSINESS PLATFORM

## YOUR DIGITAL FUTURE WITHOUT COMPROMISE

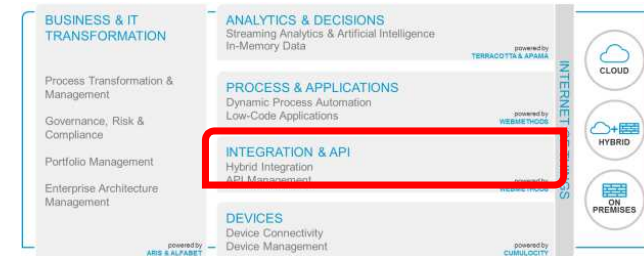
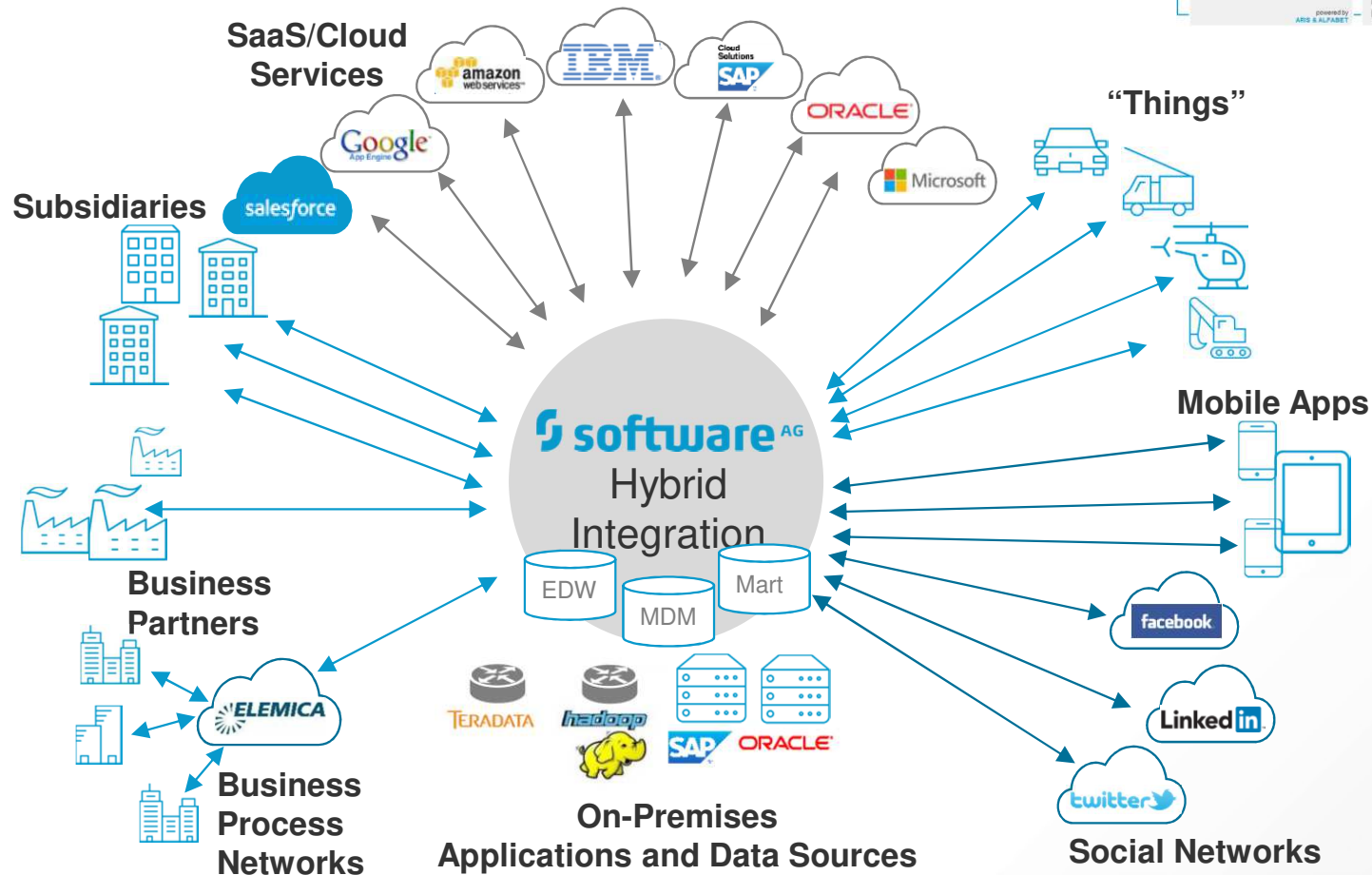


# DIGITAL BUSINESS PLATFORM

## DIGITAL CAPABILITIES



# HYBRID INTEGRATION DRIVING “PERVASIVE” CONNECTIVITY



# TARGET GROUPS: BI-MODAL CAPABILITIES

## HYBRID INTEGRATION

### Citizen Integrators

- Maximum agility
- Options to expand to enterprise class



### Ad-hoc Developers

- Shadow IT (LOB IT)
- Agile execution of LOB projects



### Power Users

- Bring your own code ("lift and shift")
- Packaged as microservices



# INTEGRATION & API

## SERVES ALL OF YOUR USE CASES

Omni-  
Channel  
Integration

IoT  
Integration

Onboarding  
Automation

Real-time  
Visibility

Smart  
Logistics

Supply  
Chain  
Visibility

Master Data  
Management

Partner  
Ecosystem  
Integration

Mobile  
Enablement

Enterprise  
Asset  
Governance

Improve  
Customer  
Experience

# SOFTWARE TRANSFORMS KIABI

# KIABI



## Customer Profile

Kiabi has transformed retail clothing, doubling in size since 2002 and increasing revenue to €1.8 billion a year.

## New Challenges

- Burgeoning customer volume
- Market-wide transition to omni-channel retail

## Software AG Solutions

Digital Business Platform:

- In-Memory Data Management, Computing & Analytics powered by Terracotta
- Application Integration, API Gateway, API Portal, Process Automation & Work Management powered by webMethods
- Design & Analysis powered by ARIS

## Key Benefits

- Slashed application development time by 50%
- Improved website performance from 3.6 to 1.2 seconds
- Expanded online presence from 5 to 32 countries

## Retail transformation even faster

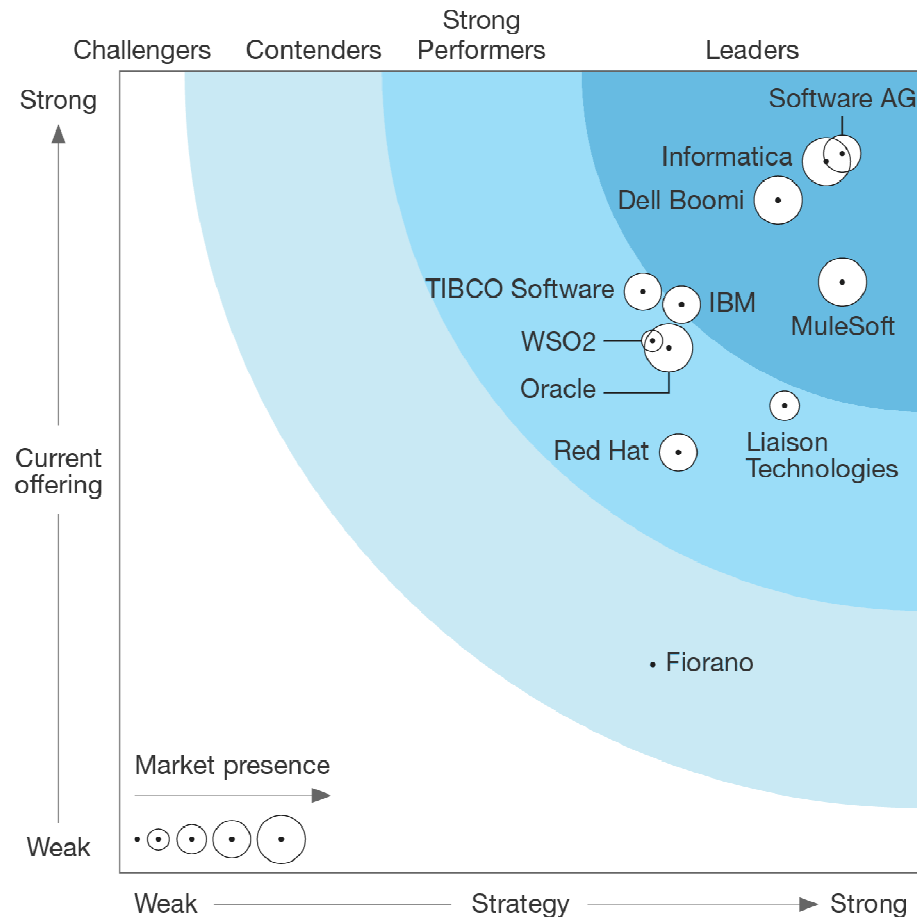
Kiabi's success is based on a visionary digital transformation. From the moment Kiabi saw how the Digital Business Platform allowed them to visualize and re-structure their processes, and speed up and extend their customer contact, they knew they'd chosen the right partner. The independent platform would enable them to be service-oriented and event-driven, increase their flexibility, and make changes to their systems without downtime or making compromises. And their customers are right where they should be—at the center of Kiabi's attention.

“The Digital Business Platform gave us the power to drive the changes we needed in our e-commerce business, to deliver greater value to customers, and to respond to the future demands of our customers as they arise. The project was up and running in just a few days—and on our own terms!”

— **Christophe Alie** | CIO

# THE FORRESTER WAVE™:

## HYBRID INTEGRATION FOR ENTERPRISES, Q4 2016



Software AG's DBP Integration Platform provides typical integration capabilities, including orchestration, transformation, messaging, advanced routing, and wizard-based tooling. Its platform supports multiple integration patterns, including data integration and long-running transactions. It also supports a range of data formats and offers more than 100 transformer services to transform data into the format a user needs. Customers can extend these integration patterns through additional integration capabilities with API management, B2B integration, managed file transfer, human workflow, complex event processing, high-speed messaging, or in-memory caching. The platforms can run on any Cloud Foundry or cloud-supporting Docker environment. Planned enhancements include an API gateway in the cloud, a single Agile process platform, DevOps improvements for quickly developing applications, and recommendation-based mapping.

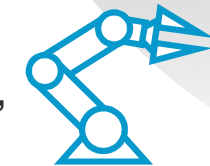
# SIMPLIFICATION THROUGH ABSTRACTION

Consumer Executive Patient

Helpdesk Tech Support

Accessible by anyone

Connect to any "thing"



Automation



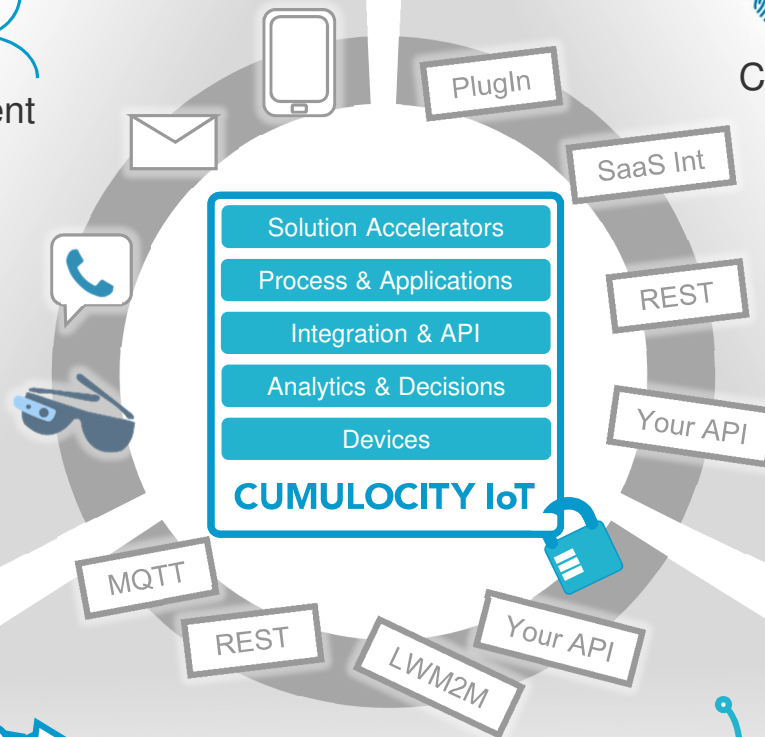
Vehicle



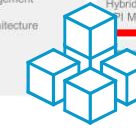
Monitoring



Machine



CRM



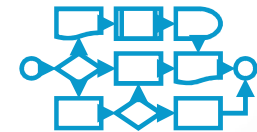
ERP



BI

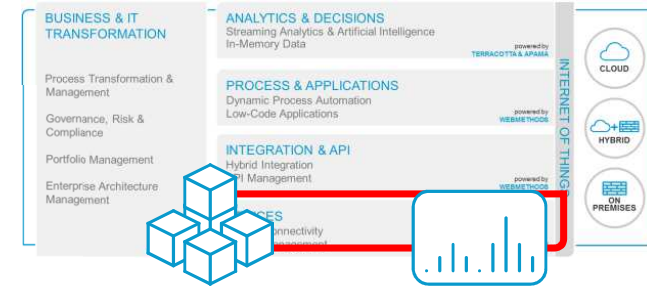


Finance



Process

Integrate with any system



## DEVICES

SERVES ALL OF YOUR USE CASES

Predictive  
Maintenance

Predictive  
Quality  
Management

Real-time  
Inventory  
Visibility

Operational  
Blockchain

Sensor Data  
Diagnostic

Smart Store  
Monitoring

# CONDITION MONITORING OF INDUSTRIAL AIR COMPRESSORS ENTERPRISE IOT SOLUTION

**Gardner  
Denver**

## About Gardner Denver

Gardner Denver is a leading, global provider of high-quality industrial equipment, technologies and services to a broad and diverse customer base through a family of highly recognized brands.

## Business Need

Gardner Denver sought a cost-effective way to capture operational information and provide it to the organization best placed to support the end customer and protect their equipment from failure.

## Solution

- Cumulocity IoT Platform Tenant
- Fully rebranded for each Gardner Denver brand
- Real-time monitoring of operational parameters on air compressors
- Real-time detection of fault situations
- Online storage and on-demand distribution to the correct Gardner Denver's service partner
- Remote configuration of industrial air compressors
- Customized management, operational and technical dashboards
- Plug and play machine integration with Cloud Field Bus



*“Cumulocity allows us to provide a uniquely branded, secure IoT platform monitoring solution to each of our compressor distributors and service partners..”*

- Sia Abbaszadeh, VP Global Marketing and Technology, Gardner Denver

## Benefits

- **Very Fast Time to Market** – Commercially available in only 6 weeks
- **Multi-Brand and Multi-Partner Support** – Full eco-system support
- **Cost Effective Solution** - Transparent usage-based SaaS fee

# WHY DYNAMIC APPS? DIFFERENTIATORS

## DYNAMIC



Implement changes fast even on running instances e.g. inject tasks and sub-processes on the fly

## OPEN



Not proprietary platform – use tools of your choice for design time and talk with runtime via APIs

## CONNECTED WITH IOT & AI



- Market leading integration
- Event enabled platform
- Advanced capabilities with DBP for IoT, AI

## HIGH PRODUCTIVITY + HIGH CONTROL



Start with low code, lightweight apps and prototypes and expand to enterprise grade if required



# DYNAMIC APPS PLATFORM

## FOR BETTER CUSTOMER EXPERIENCE AND EFFICIENCY



### IMPROVE CUSTOMER EXPERIENCE

- Create applications to better engage with your customers
- Simplify and speed up your customer facing processes to get them onboard faster and provide better service



### INCREASE OPERATIONAL EFFICIENCY

- Effectively support any work scenario – from fully automated to dynamic work – with one platform
- Reduce manual tasks that are time consuming, error prone and costly
- Consistently apply business rules and processes



### INCREASE AGILITY AND FOSTER INNOVATION

- Quickly respond to changing business requirements and technology trends
- Enable business users to easily change forms, rules and workflows



### IMPROVE VISIBILITY AND QUALITY

- Get real-time visibility into your processes
- Take action based on real-time analytics to manage exceptions before they impact your customers
- Continuously optimize your processes

# SUPPORT DIVERSE WORK PATTERNS WITH ONE PLATFORM

## PROCESS AUTOMATION



EXAMPLE:  
ORDER TO CASH

## WORKFLOW APPS



EXAMPLE:  
REVIEW & APPROVALS

## DYNAMIC CASE APPS



EXAMPLE:  
COMPLAINTS MANAGEMENT

Structured

Dynamic

# PROCESS & APPLICATIONS

## SERVES ALL OF YOUR USE CASES

Complaints  
Management

Customer  
Self-Service

Onboarding  
Automation

Dynamic  
Processes

Work  
Management

Predictive  
Analytics

Predictive  
Maintenance

Omni-  
Channel  
Orchestration

Robotic  
Process  
Automation

Mobile  
Workforce

Intelligent  
Decisions

Real-time  
Process  
Monitoring

Rules  
Management

Case  
Management

App  
Development

# SOFTWARE TRANSFORMS MAPFRE



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## Customer Profile

MAPFRE is a global leader in insurance and among the top 10 providers in Europe.

## New Challenges

- Improve operational management system performance
- Increase scalability to support global operations
- Integrate systems and processes across the enterprise

## Software AG Solutions

Digital Business Platform:

- Design & Analysis powered by ARIS
- Process Automation, Work Management & Task Management powered by webMethods
- Application Integration powered by webMethods

## Key Benefits

- End-to-end visibility to identify bottlenecks
- Improved system response time
- Better alignment of business & IT

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## Visibility & scalability for operational excellence

In the digital age, insurance providers are pressured to do more with less. MAPFRE's answer: adding Software AG technology to SGO, its core operational management system. Now MAPFRE can track every request and see who's working on it. Slow downs in processes are escalated automatically to ensure better SLA compliance. Going forward, it's all go for MAPFRE. Better processes. Improved collaboration. And the ability to serve more customers more efficiently wherever the business expands around the globe.

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“SGO v2 will provide us the robustness required to face business challenges, either adding new business processes or expanding our processes to external partners.”

— **Gustavo Rodriguez de la Fuente** | Head of Enterprise Integration, MAPFRE

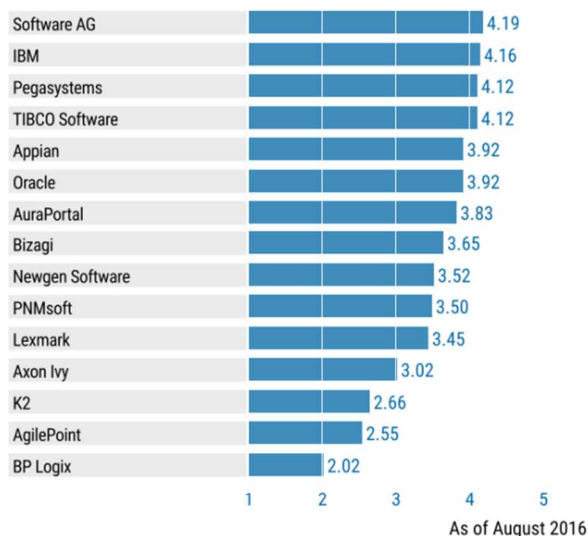
# GARTNER'S CRITICAL CAPABILITIES

## INTELLIGENT BUSINESS PROCESS MANAGEMENT SUITES

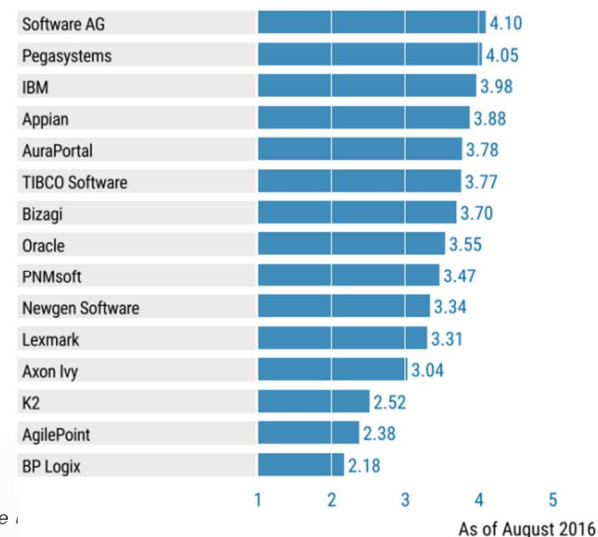
Gartner gives **Software AG** the highest score for the Business Transformation use case and the Digitalized Process use case, reflecting 2 of the 6 use cases in its Critical Capabilities for Intelligent Business Process Management Suites\* report.

Further, Gartner gives **Software AG** the second highest scores for 2 additional use cases: Composition of Intelligent Process-Centric Apps and Continuous Process Improvement.

Product or Service Scores for Digitalized Process



Product or Service Scores for Business Transformation

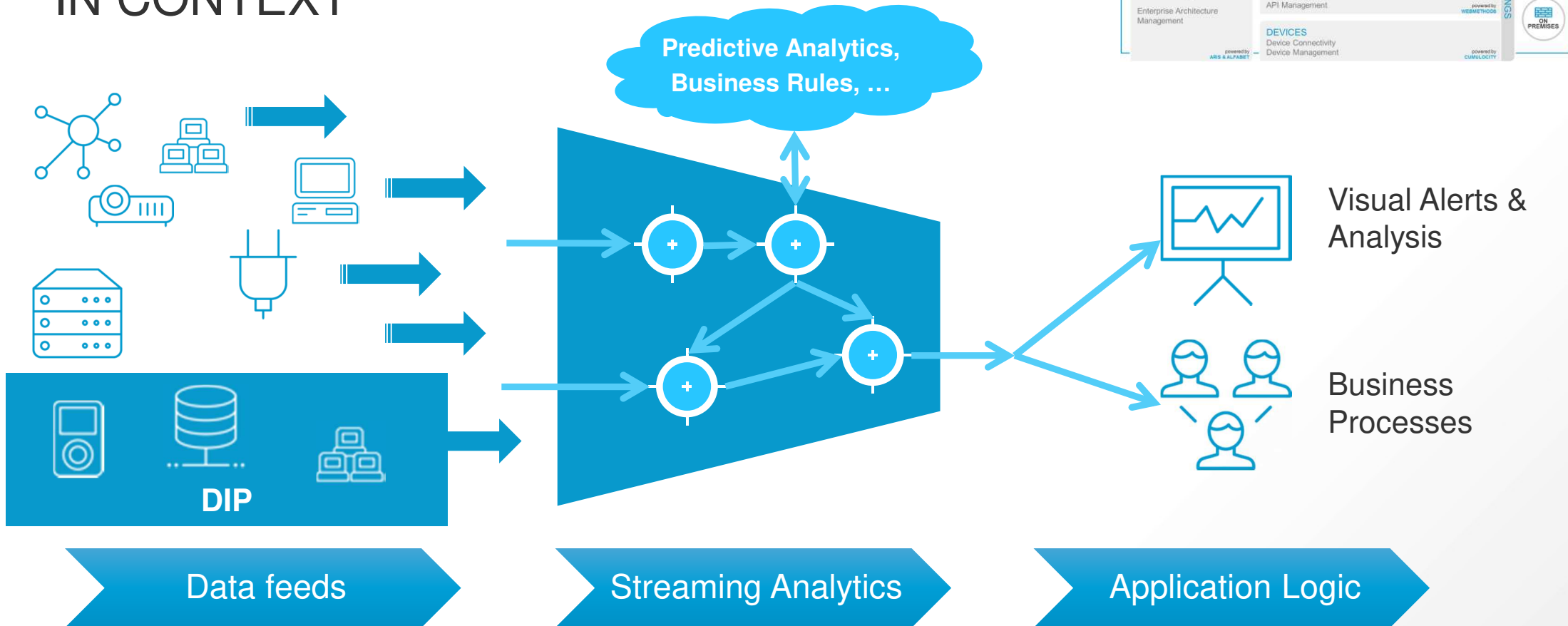


\*Gartner, Inc., Critical Capabilities for Intelligent Business Process Management Suites, Rob Dunie, et al., August 22, 2016

This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available at <https://www.gartner.com/doc/research/publications/critical-capabilities-for-intelligent-business-process-management-suites>

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# REAL-TIME ANALYTICS IN CONTEXT



# ANALYTICS & DECISIONS

## SERVES ALL OF YOUR USE CASES

Real-time  
Analytics

Dynamic Product  
Pricing

Fraud Detection  
& Prevention

IoT Data  
Analysis

Customer  
Promotion  
Triggering

Location Based  
Marketing

Electronic  
Trading &  
Ecommerce

Continuous Risk  
& Compliance  
Monitoring

Faster Response  
To Opportunities  
& Threats

Predictive  
Maintenance

Predictive Quality  
Management

Real-time  
Inventory  
Visibility

Operational  
Blockchain

Smart Logistics

Supply Chain  
Visibility

# SOFTWARE TRANSFORMS ROYAL DIRKZWAGER



## Customer Profile

Royal Dirkzwager tracks nearly 2 trillion ship locations a year for 800 maritime organizations in real time.

## New Challenges

- Overwhelming data volumes
- Growing demand for precision ship tracking
- Increasing customer functionality requests

## Software AG Solutions

Digital Business Platform:

- Real-Time Analytics powered by Apama
- Application Integration powered by webMethods

## Key Benefits

- Increased real-time message handling from 500 to 1,500 per second
- Extended live ship tracking from 40km off-coast to global capture
- Enabled accurate, customer-accessible ship ETAs
- Reduced new service turnaround time

## From data overload to data advantage with IoT

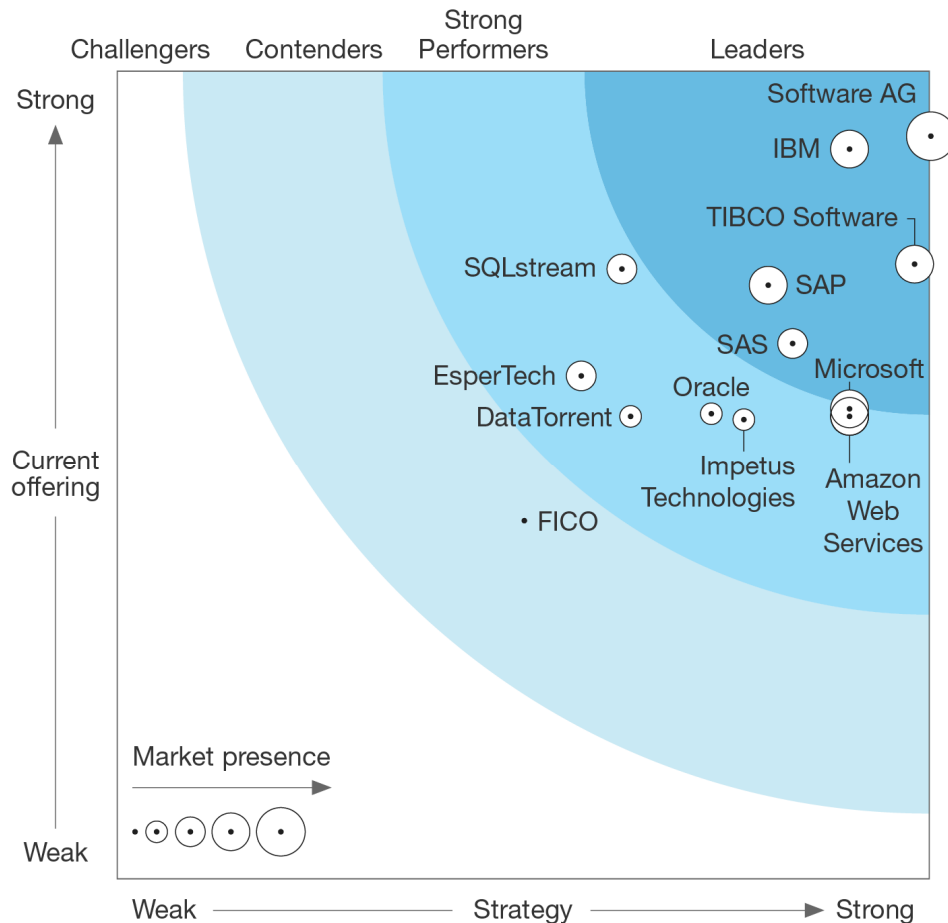
For Royal Dirkzwager and their clients, knowing where a vessel is at sea is paramount. But the world's oceans are large and tricky to monitor. To cope with the continuous stream of information—and to exploit it for added functionality and reduced costs—Royal Dirkzwager turned to Apama Analytics & Decisions and webMethods Integration, part of the Software AG Digital Business Platform. And just like that, the liability of overload turned into a strategic advantage by sifting through and utilizing information to help Royal Dirkzwager's clients make better maritime logistics decisions.

“The ability to respond quickly to client requests and roll out completely new service offerings in two months gave us a huge strategic advantage. Our team, working with Software AG's IoT platform, made it happen.”

— **Ton de Jong** | CIO, Royal Dirkzwager

# SOFTWARE AG RANKED AS A LEADER

## STREAMING ANALYTICS



“Software AG’s Apama continues to be a broadly applicable and perennially capable streaming analytics platform.

“With its recent acquisition of Cumulocity, Apama deeply extends its reach deeper into industrial IoT use cases by providing device management, digital twin, and other connectivity-oriented services.

“There is no stopping Apama to become the real-time engine for digital transformation that extends all the way from the factory floor to direct customer interactions.”

Source: The Forrester Wave™: Streaming Analytics, Q3 2017, Forrester Research, Inc., September 7, 2017

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# ENTERPRISE'S DIGITAL TWIN GIVES FULL OVERVIEW ON ENTERPRISE REALITY

<b>BUSINESS &amp; IT TRANSFORMATION</b>	<b>ANALYTICS &amp; DECISION</b>
Process Transformation & Management	Streaming Analytics & Artificial Intelligence
Governance, Risk & Compliance	Dynamic Process Automation
Portfolio Management	Low-Code Applications
Enterprise Architecture Management	<b>INTEGRATION &amp; API</b>
	Hybrid Integration
	API Management
	<b>DEVICES</b>
	Device Connectivity
	Device Management



**DRIVE OPERATIONAL EXCELLENCE**  
Align Strategy, Process & IT



# BUSINESS & IT TRANSFORMATION SERVES ALL OF YOUR USE CASES

Customer  
Journey  
Mapping

IT Cost &  
Investment  
Optimization

Process-Driven  
Management for  
SAP Solutions

Cloud Planning  
& Management

Audit  
Management

Enterprise  
Management  
Systems

Risk  
Management

GDPR  
(General Data  
Protection Regulation)

IoT-driven  
Management  
Systems

Enterprise  
Strategy  
Synchronization

Internal Control  
System

Process  
Analytics

Mergers &  
Acquisitions

Application  
Portfolio  
Management

Process  
Transformation

# ALFABET FOR EA AND IT PORTFOLIO MANAGEMENT

## CONSISTENT LEADERSHIP IN KEY TRANSFORMATION DISCIPLINES



Gartner Magic Quadrant  
Enterprise Architecture  
Tools  
May 2017  
*Leader for 10 consecutive years*



Forrester Wave  
Enterprise Architecture  
Management Suites  
Q2 2017  
*Leader for 4 consecutive reports*



Gartner Magic Quadrant  
Integrated IT Portfolio  
Analysis Applications  
November 2017  
*Leader for 7 consecutive years*



Forrester Wave  
Strategic Portfolio Management  
Tools  
Q3 2017  
*First publication for SPM*

# SOFTWARE TRANSFORMS COSMOSDIREKT

CosmosDirekt.



## Customer Profile

CosmosDirekt is Germany's leading online insurer for private insurance, pension and investment products with more than 1.6 million customers.

## New Challenges

- Optimize business processes to increase efficiency
- Improve customer satisfaction
- Expand the company's leading market position

## Software AG Solutions

Digital Business Platform:

- Process Discovery powered by ARIS

## Key Benefits

- Significantly reduced processing times and error rates
- Process costs reduced by 20 percent
- Shorter wait times and greater customer satisfaction increased rates of new contracts
- Faster contract completion
- Complaints decreased 60 percent

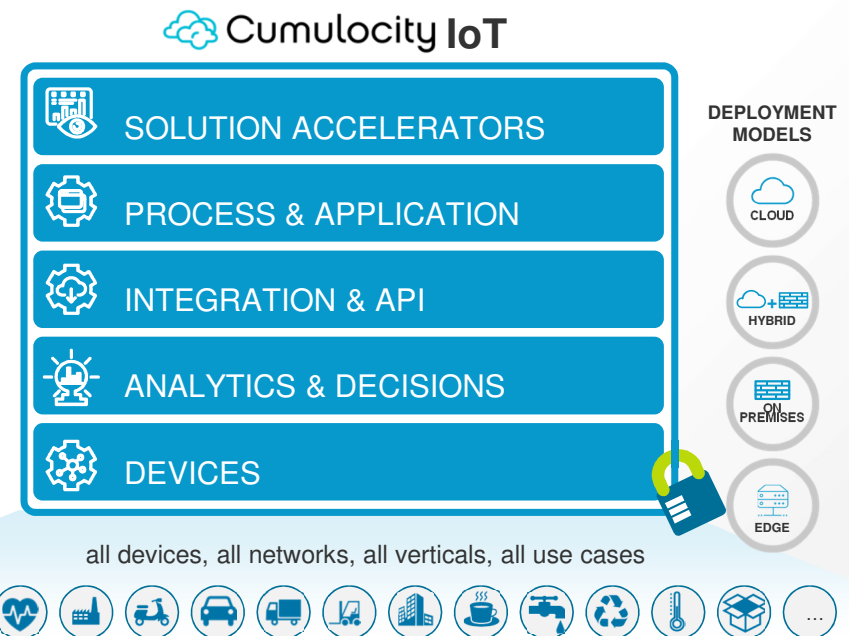
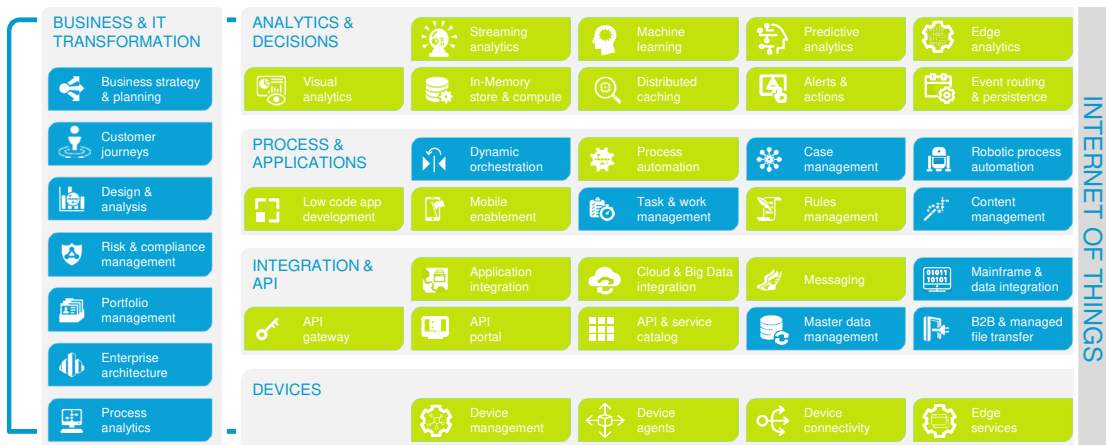
## 20% less cost, faster customer service

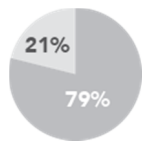
The insurance market is highly dynamic and shaped by intense competition, so insurance companies must be able to adapt processes quickly to changing conditions. Germany's biggest direct insurer uses ARIS Performance Manager for ongoing process improvements. With PPM, CosmosDirekt improves customer satisfaction by enabling faster case-closing processing. Optimized, transparent core processes are essential to give employees the best support in their daily work.

“After seeing the cost savings potential from the first projects with ARIS, we used PPM to monitor, analyze and optimize our core processes from advisory services to product offerings, applications, contracts and claims.”

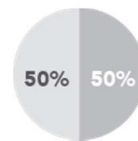
– Jörg Junges | Process Optimization Expert, CosmosDirekt

# CUMULOCITY IOT KEY CAPABILITIES BASED ON FUTURE-PROOF TECHNOLOGY



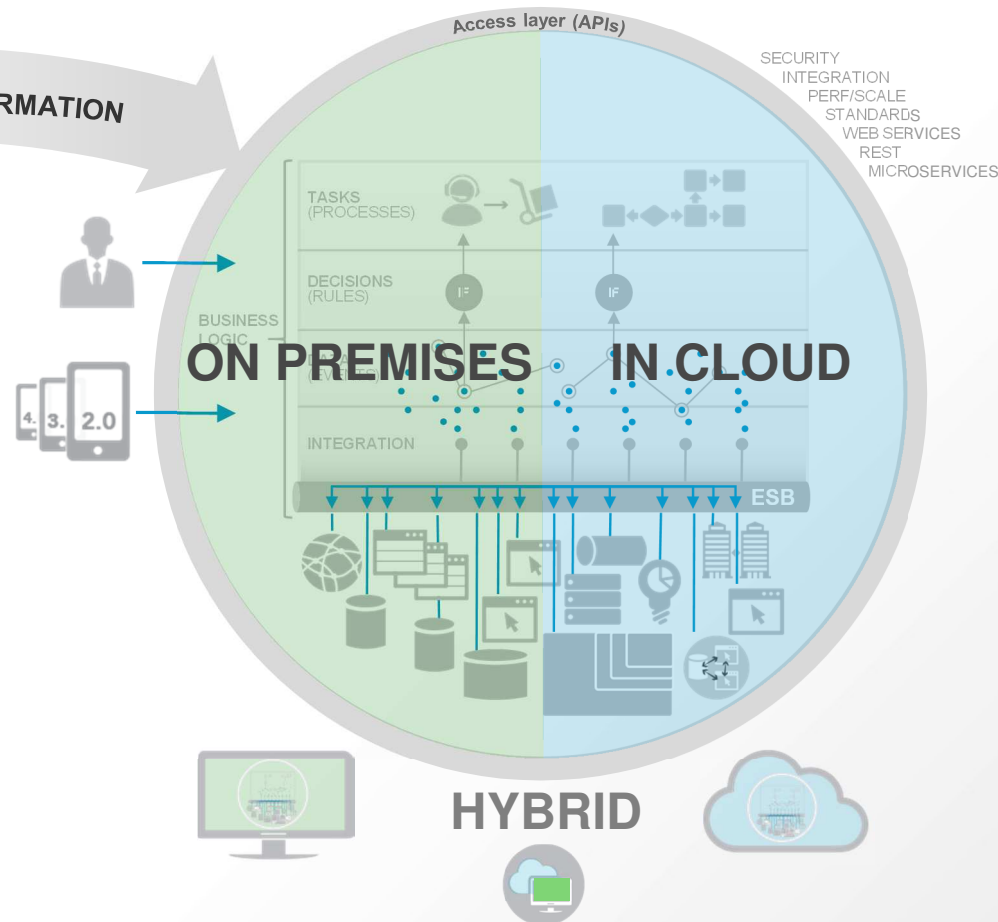
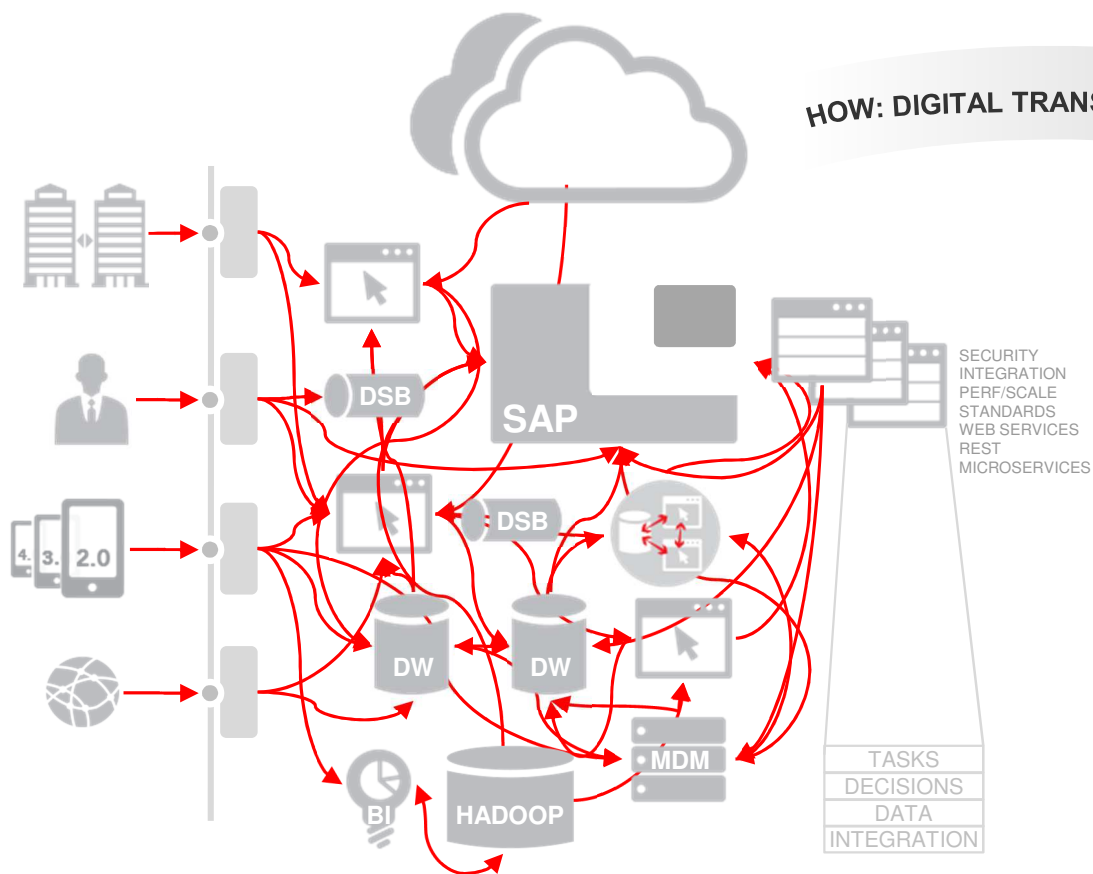


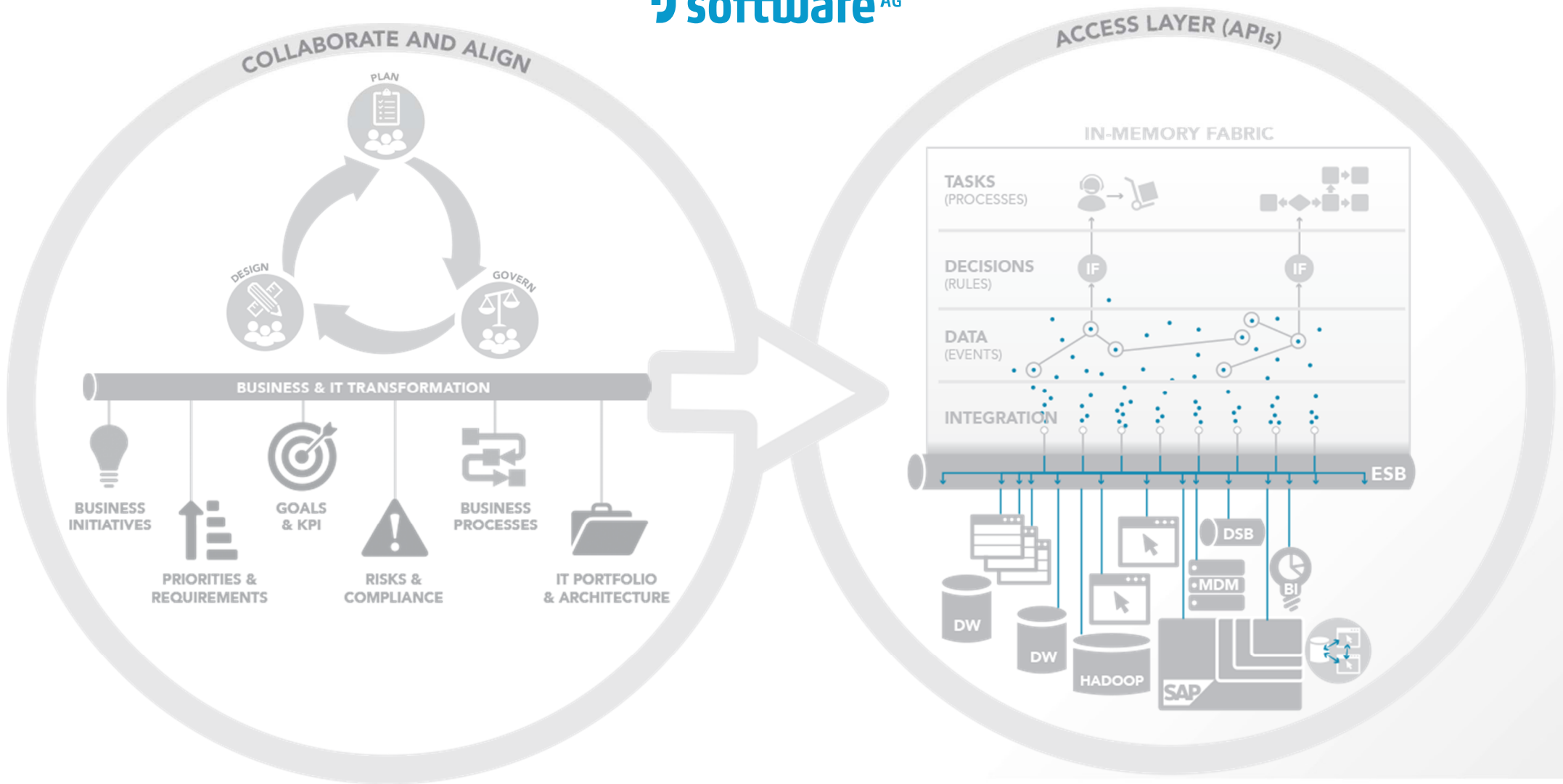
## CURRENT STATE



## FUTURE: DIGITAL BUSINESS PLATFORM

### HOW: DIGITAL TRANSFORMATION





# DIGITAL BUSINESS PLATFORM

## YOUR DIGITAL BENEFITS

### SCALE WITH BUSINESS GROWTH

Cloud, hybrid and on-premises

### BUILD DIFFERENTIATING BUSINESS LOGIC

Integration of existing & new services, events and data (e.g., IoT, Mobile)

### REACT TO REAL-TIME BUSINESS INSIGHTS

Process In-memory data, streaming and predictive analytics

### BRIDGE THE GAP BETWEEN BUSINESS & IT

Align all relevant assets and stakeholders in a collaborative manner

### PROVIDE TRANSPARENT OPERATIONS

Monitor KPIs and SLAs continuously end-to-end

### RESPOND FAST TO BUSINESS CHANGES

Integrated development environment and lifecycle management

### ENSURE COMPLIANCE

Efficient management & control of risks and legal requirements

### RATIONALIZE IT PORTFOLIO

Understand when, where and how to make IT landscape changes

### OPTIMIZE BUSINESS PROCESSES

Analyze, manage and improve processes across business

### FUTURE-PROOF

Modern architecture, secure, extensible and standard support

# SOFTWARE AG

## USER GROUP

### 2018

 **software** AG

