

PRESS RELEASE

New Online Community from Software AG Helps Business Analysts Share Best Practices While Accelerating Process Development

- The Software AG Business Community addresses the emerging needs of Business Analysts, a new class of developers focused on analysis, modeling and composition
- New online community offers rich development tools, industry-specific best practices, and peer-to-peer knowledge sharing for BPM and continuous process improvement
- Open, vendor-neutral forum helps users collaborate globally to develop pragmatic, real-world solutions

HANNOVER, Germany [March 6, 2008] CeBIT 2008 - Software AG, a global leader in business infrastructure software, today unveiled the Software AG Business Community, a collaborative, online resource for business and IT professionals who are leading their organization's business process management (BPM) and continuous process improvement (CPI) programs. It is designed to help practitioners implement process improvement initiatives faster and more successfully, while also strengthening critical proficiencies. Available resources include Process Frameworks and other development tools, best practice guides covering a number of industries and process-specific topics, and collaborative feature such as moderated discussion forums from the authors of *BPM Basics for Dummies*. The Software AG Business Community is being supported by key partners, including Acando, Logimethods, NewLink Group and Satyam, and can be found at www.SoftwareAG.com/BC.

“Historically, most organizations managed their IT and business requirements as distinct silos. However, today's process leader needs to maintain a firm footing in both disciplines. Recognizing the strategic importance of these efforts, we're launching a new business community to help foster best practices and skill sharing across this profession,” said Ivo Totev, Chief Marketing Officer, Software AG. “As a global leader in SOA and BPM, Software AG has much to contribute in terms tools and knowledge. However, we also benefit from the insight of other practitioners as they're often the greatest source of actionable advice. As a result, we've embraced a community model as a mean for facilitating peer-to-peer knowledge sharing.”

Driven by the increasing adoption of service-oriented architecture (SOA) and BPM, a new “developer community” has emerged with analysis, modeling and composition replacing traditional coding and programming as a key expertise. This group includes business analysts as well as process, integration and enterprise architects, needs & requirements analysts, application designers, planning managers and functional directors, and even the hand's on CIO. Also represented in this audience are those entrusted with implementing management disciplines like Six Sigma, SCOR and the Balanced Scorecard within their organizations. The emergence of this discipline has led to the need for new methodologies, best practices and toolsets for accelerating efforts to transform specific business requirements into new or improved processes and composite applications.

The Software AG Business Community provides professionals with a convenient, targeted and interactive forum for keeping abreast with these ongoing developments. Users can accelerate process development by searching the online repository to determine if existing Process Frameworks match their current requirements. They can compare various process improvement methodologies to determine the most appropriate one for addressing a specific business challenge. By reviewing the successes of their contemporaries, they can identify the most relevant Key Performance Indicators (KPI) for their specific project. Through a step-by-step review of key business drivers impacting specific industries, they can also research and identify specific rules associated with a proposed process. They can also learn first-hand how new technologies are being used in the field and pose specific questions to their peers.

“Satyam is proud to be a key partner for the launch of Software AG’s new business community,” said Joseph Lagioia, SVP and Global Head, Consulting and Enterprise Solutions for Satyam. “Our objective is to accelerate time-to-business-impact for our customers. The forum of Process Frameworks will be an important tool to facilitate analysts and architects creation of new solutions that fully capitalize on existing best practices.”

Specific resources of the Software AG Business Community include an online repository of available tools, such as Process Frameworks encompassing interactive process models, rules sets, KPI definitions and other key artifacts. Searchable libraries provide access to additional White papers, podcasts, case studies, presentations and scenario demos covering a variety of topics. Collaborative features include a series of open and moderated discussion forums for posing specific questions and sharing perspective from the field. Visitors can intuitively navigate across core topics - Getting Started; Business Blueprints; Industries; Technology for Business; Discussion Forums; and Other Resources - to quickly find the specific resource that they need.

“With the publication of *BPM Basics for Dummies*, we’re hearing from process experts from around the world. Their insights and experiences have blown us away. We’re excited by the launch of our new business community as it will provide us with a centralized forum for continuing these discussions with a far broader audience,” said Michael Lees, co-author of *BPM Basics for Dummies*. “What’s unique about this community is its global focus. As such, an Australian government agency is able to learn from a U.S. counterpart while supply chain innovations from Norway can be adopted in South Africa as well. Access to this type of up-to-the-minute, first-hand insight is rare and often invaluable.”

Key contributors include experts from within Software AG as well as a number of other thought leaders. As the community builds, member-generated content is expected to play a significant role. Adds Totev, “our existing user groups for Natural and Adabas demonstrate how powerful communities can be and we’ve enjoyed similar success with CentraSite.org. By providing our newest audience with pragmatic and real-world advice that looks beyond just technology to address process-related concerns, I’m confident that we will be equally successful with our new business community as well.”

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Software AG's 4,000 global customers achieve measurable business results by modernizing and automating their IT systems and rapidly building new systems to meet growing business demands. The company's industry-leading product portfolio includes best-in-class solutions for managing data, enabling service oriented architecture, and improving business processes. By combining proven technology with industry expertise and best practices, our customers improve and differentiate their businesses - faster. Software AG has more than 38 years of global IT experience and approx. 3,600 employees serving customers in 70 countries. The company is headquartered in Germany and listed on the Frankfurt Stock Exchange (TecDAX, ISIN DE 0003304002 / SOW). Software AG posted total revenues of €621 million in 2007 (IFRS, unaudited).

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