

PRESS RELEASE

Software AG's Digital Business Platform Wins Gold

Darmstadt, Germany, November 3, 2015 – At the ceremony of the Readers' Choice Awards 2015, the Digital Business Platform Software AG won gold in the category "Big Data Middleware". The prize was awarded for the first time this year by Vogel Business Media's "Big Data Insider" IT portal*. The portal's readers had six months to vote on different vendors' offerings in seven categories. Nearly 30,000 readers participated.

Software AG and nine other vendors were nominated for the Middleware category with Software AG capturing the gold medal for its offering. The editorial selection included companies that had recently made a name for themselves through cutting-edge technologies, outstanding products or concepts and innovative strategies.

Dr. Wolfram Jost, Software AG's CTO, board member and inventor of the Digital Business Platform, stated, "We are extremely pleased with our gold medal. We launched our middleware offering last year under the name Digital Business Platform to give organizations transitioning to digital enterprises exactly what they need: flexible and agile software that meets the requirements of the digital world's lightning speed. Our award confirms that we are right on track."

Software AG unveiled its Digital Business Platform a year ago at Innovation World, the company's annual global customer conference. It is the world's first platform of its kind, enabling companies to digitize their business models. The platform consists of five components to be used separately or combined as a package, including business and IT transformation, in-memory data storage, integration, process optimization and data analysis.

Please click here for more information: [Digital Business Platform](#)

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*About BIG DATA INSIDER

[BigData-Insider.de](#) offers organizations on-demand, customized information on relevant products, technologies and vendors: news, white papers, webcasts, downloads and case studies as well as a comprehensive vendor and product database. BigData-Insider.de's newsletter supplies IT professionals with the latest in success-critical information from the field of big data and analytics. Vogel IT-Medien is based in Augsburg, Germany, and is a wholly-owned subsidiary of [Vogel Business Media](#). Germany's leading industry information provider publishes about 100 industry magazines and 60 websites and conducts a wide array of global activities. Its headquarters are located in Würzburg, Germany.


About [Software AG](#)

Software AG empowers customers to innovate, differentiate and win in the digital world. Its products help companies combine existing systems on-premise and in the cloud into a single platform to optimize and digitize their businesses. The combination of process management, data integration and real-time analytics in one Digital Business Platform enables customers to drive operational efficiency, modernize their systems and optimize processes for smarter decision-making. Building on over 45 years of customer-centric innovation, Software AG is ranked a leader in many innovative IT categories. Software AG has more than 4,400 employees in 70 countries and had total revenues of €858 million in 2014.

Learn more at www.softwareag.com.

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