

PRESS RELEASE

CeBIT 2010: Software AG Integrates Communications into Business Processes with webMethods Communicate

- Software AG's webMethods BPMS strengthens the human factor in increasingly complex business processes
- Integrated approach: Increased customer responsiveness by fully leveraging all communication channels
- Improved efficiency and service quality by enabling collaboration, task completion and decision-making regardless of location
- CeBIT showcase demonstrates an application based on the TomTom Work fleet management scenario

Darmstadt/Hanover – March 3, 2010 – Software AG introduces its webMethods Communicate BPM solution at this year's CeBIT. This new product enables users to integrate communication infrastructure into complex business processes and control them centrally—independently of the client-side ITC infrastructure. Employees and customers benefit from increased responsiveness regardless of their physical location. CeBIT visitors can get insight into this innovative new webMethods product at the Software AG booth in the Communities & Collaboration area.

Communication Enabled Business Process Management (CEBPM) essentially means embedding communication capabilities into automated business processes. Leading analysts consider CEBPM one of the most important developments in the area of business process management, and will establish itself strongly in the market over the coming years.

With its webMethods Communicate solution, Software AG is taking on a pioneering technology role and strengthening its leading position in the SOA and BPM markets. In addition to typical business processes, all relevant communication processes can now be managed and monitored centrally. The new communication layer enables customers to incorporate requests made by phone, SMS or e-mail into the process chain, as well as automating voice applications and phone conferences. Our customers can now integrate their entire call centers in this way. By incorporating automated means of communication (e.g., through voice applications systems, speech analysis, call recording, call monitoring) customers can be better informed and can make immediate choices about their customer experience. Within the organization, employees can make rapid decisions, collaborate more effectively and ensure processes complete on time, regardless of their location and availability. This in turn boosts both the efficiency and service quality of the overall business.

CeBIT Showcase: Let the process find you!

Interested visitors at CeBIT, the world's largest technology tradeshow, can come to Software AG's booth (Hall 4) from March 2-6, 2010, and convince themselves of the innovative capabilities of webMethods Communicate. A showcase in the Communities & Collaboration area highlights the practical value of this new webMethods solution using a concrete application scenario. The CEBPM showcase demonstrates how integrated communication processes can be a key component of process problem-solving—even when an unexpected event makes deviating from standard processes necessary. WebMethods Communicate is available immediately as a project-specific client solution, and will be available as a package solution in the coming year.

„The new webMethods communication layer is a solution which enables customers to incorporate requests made by phone, SMS or e-mail into the process chain, as well as automating voice applications and phone conferences. So complex business processes can flow seamlessly and elegantly”, said Dr. Peter Kürpick, Chief Product Officer and member of the Executive Board, Software AG. “It is a solution that optimally supports and incorporates the human factor in process excellence. The result: greater efficiency and a significant contribution to ROI.”

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Software AG is the global leader in Business Process Excellence. Our 40 years of innovation include the invention of the first high-performance transactional database, Adabas; the first business process analysis platform, ARIS; and the first [B2B](#) server and [SOA](#)-based integration platform, webMethods.

We are unique in offering the world's only end-to-end - and easiest to use - [business process management \(BPM\)](#) solutions, with the lowest Total-Cost-of-Ownership. Our industry-leading brands, ARIS, webMethods, Adabas, Natural and IDS Scheer Consulting, represent a unique portfolio for: process strategy, design, integration and control; SOA-based integration and data management; process-driven SAP implementation; and strategic process consulting and services.

Software AG had revenues of 847 million euro (IFRS, unaudited) in 2009 and has more than 6,000 employees serving 10,000 enterprise and public institution customers across 70 countries. Our comprehensive software and services solutions allow companies to continuously achieve their business results faster. The company is headquartered in Germany and listed on the Frankfurt Stock Exchange (TecDAX, ISIN DE 0003304002 / SOW).

Software AG - Get There Faster

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