

PRESS RELEASE

Bloor Research Judges Software AG's Apama The Leader in Streaming Analytics 2016 Market Report

- Apama Ranked "Champion" in Vendor Landscape with Highest Scores
- IoT Drives Broad Adoption of Streaming Analytics

Darmstadt, Germany, August 30, 2016 – Software AG (Frankfurt TecDAX: SOW) announced that its [Apama Streaming Analytics Platform](#) attained the highest score overall in Bloor Research's Streaming Analytics 2016 Market Report.

Ronnie Beggs, a Senior Analyst at Bloor Research, noted: "The 'raison d'être' for streaming analytics is to extract actionable, context-aware insights from streaming data, and to help businesses respond to these insights appropriately and in real-time. Software AG's Apama Streaming Analytics Platform is, in our view, a 'Champion' in the streaming analytics market as it offers a new level of performance for enterprises that was not previously available through other traditional data management methods."

According to the [report](#), "The Internet of Things (IoT) is driving wider industry adoption and propelling streaming analytics into the mainstream."

Software AG's [Apama Streaming Analytics Platform](#) gives businesses the ability to respond appropriately and accurately to insights in real time, which are delivered from sensors, mobile devices, financial exchanges, social media and many other networked sources.

Apama is the key real-time analytics component in Software AG's Digital Business Platform, which supports companies as they undergo a digital transformation. Its ability to deliver real-time business transformation to enterprise customers and provide real-time monitoring of the Internet of Things, as well as its integrated portfolio of products for managing streaming data and real-time business processes, puts it at the top of Bloor's list.

Dr. Giles Nelson, senior vice president of Product Strategy and Marketing, Software AG, remarked: "We are excited and honored to be listed as the top streaming analytics vendor in the market. Streaming analytics is fundamental to enterprises aiming to derive maximum knowledge, value, contextual insights, and competitive advantage from the rapidly growing Internet of Things (IoT)."

The [Apama Streaming Analytics Platform](#) has been deployed in numerous organizations worldwide and supports a wide range of use cases, such as preventative maintenance as well as real-time operational visualization, dynamic product pricing, fraud detection and prevention, IoT data analysis, customer promotion triggering, location-based asset optimization, continuous risk and compliance monitoring, and faster response to opportunities and threats.

Recently, Software AG announced a partnership with IoT platform leader Cumulocity enabling companies to further streamline the provision of IoT services and applications by seamlessly connecting their machines or “Things” across any network with a plug and play approach.

For more information, the full Bloor Market Report on Streaming Analytics 2016 can be found [here](#).

###

About Software AG

The digital transformation is changing enterprise IT landscapes from inflexible application silos to modern software platform-driven IT architectures which deliver the openness, speed and agility needed to enable the digital real-time enterprise.

Software AG offers the first end-to-end Digital Business Platform, based on open standards, with integration, process management, in-memory data, adaptive application development, real-time analytics and enterprise architecture management as core building blocks. The modular platform allows users to develop the next generation of application systems to build their digital future, today.

With over 45 years of customer-centric innovation, Software AG is ranked as a leader in many innovative and digital technology categories. Software AG has more than 4,300 employees, is active in 70 countries and had revenues of €873 million in 2015.

Learn more at www.softwareag.com.

Software AG | Uhlandstraße 12 | 64297 Darmstadt | Germany

Detailed press information about Software AG including a picture and multimedia database are available under: www.softwareag.com/press

Follow us on Twitter: [Software AG Germany](#) | [Software AG Global](#)

Contact:

Baerbel Strothmann <baerbel.strothmann@softwareag.com>

Senior Manager Corporate Communications

Tel: **+49 (0) 6151 92-1502**

Byung-Hun Park <byung-hun.park@softwareag.com>

Head of Global Corporate Communications

Tel: **+49 (0) 6151 92 2070**