

PRESS RELEASE

## Koç Allianz Selects Software AG for SOA Governance

- Leading Turkish Insurer leveraging CentraSite to support SOA initiatives
- Governance recognized by users as a key component of sustainable SOA implementations

Darmstadt, Germany [July 28, 2008] Software AG, a global leader in business infrastructure software, today announced that Koç Allianz has selected CentraSite™ from Software AG to support the company's process reengineering efforts. Established as a partnership between the Koç Group and Allianz, Koç Allianz is one of the largest insurers in Turkey with nearly one million customers. In order to better serve customers, Koç Allianz has made a significant commitment to both Web-based applications as well as a service-oriented architecture (SOA) as this will allow the insurer to more quickly address unique marketplace requirements. As a top-ranked solution for SOA governance and service lifecycle management, CentraSite will be used to centrally manage these Web services along with their underlying metadata and service policies as a means for streamlining reuse, improving developer productivity and reducing IT costs.

### SOA Governance and CentraSite

According to a recent survey undertaken by Software AG [*Best Practices for SOA Governance User Survey* (Summer 2008)] users overwhelmingly view governance as being a key component of creating sustainable SOA implementations at the enterprise level with over 90% reporting that it was either critically (54%) or moderately important. Furthermore, they suggest a holistic, lifecycle model is required with over half believing that governance should be implemented before the first service is created.

CentraSite addresses these requirements as a comprehensive solution for SOA governance and service lifecycle management. It brings structure, scale, and speed to SOA adoption by guiding reuse, automating SOA management processes, simplifying interdependencies and related complexities, and managing the entire service lifecycle. Key to this value proposition is the extended visibility, accountability and control that it provides over service development and deployment. Through the use of user-defined policies, controls and enforcement mechanisms, enterprises can leverage CentraSite to ensure that their SOA implementations consistently meet service-level agreements (SLA) for mission-critical performance.

Earlier this year, Forrester Research named Software AG a Leader in *The Forrester Wave™: SOA Service Life-Cycle Management, Q1 2008* [by Larry Fulton with Randy Heffner and David D'Silva (January 28, 2008)]. In addition, Gartner, Inc. positioned Software AG in the Leaders Quadrant of the most recently published *Magic Quadrant for Integrated SOA Governance Technology Sets, 2007* [by L. Frank Kenney and Darryl C. Plummer (December 31, 2007)].

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#### About the Magic Quadrant

The Magic Quadrant is copyrighted 2007 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

#### About Koc Allianz

Established with the partnership of Koc Group and International Allianz, Koc Allianz, operates in all fields of the insurance industry. Having a market share of 9%, the company has 900,000 customers as of the end of 2006. Koc Allianz operates through 1,200 agents, 14 regional offices, direct sales offices and bank branches nationwide.

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Software AG is the world's largest independent provider of Business Infrastructure Software. Our 4,000 global enterprise customers achieve business results faster by modernizing, integrating and automating their IT systems and processes. As a result, they rapidly build measurable business value and meet changing business demands. Based on our solutions, organizations are able to liberate and govern their data, systems, applications, processes and services - achieving new levels of business flexibility.

Our leading product portfolio includes solutions for high performance data management, developing and modernizing applications, enabling service-oriented architecture, and improving business processes. By combining our technology with industry expertise and best practices experience, our customers improve and differentiate their businesses - faster.

Software AG has almost 40 years of global IT experience and over 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.

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