

PRESS RELEASE

SOA Summit 2009 Gives Attendees the Tools to Build a Better Business

- Workshop approach combines SOA thought leadership with practical, hands-on experience
- Focus on proven, transformative business capabilities of SOA, giving attendees ammunition to overcome institutional roadblocks to SOA development
- Features business and technical tracks
- Real-world, situation-specific SOA ROI analysis provides take-away value for attendees

RESTON, Va., February 25, 2009 -- Software AG, a global leader in business infrastructure software, today announced its upcoming SOA Summit 2009, a premier event for SOA experts, business leaders, and application development professionals, dedicated to providing attendees real-world insights and hands-on training that can be applied immediately. SOA Summit 2009 will be held May 5-6, 2009 in Scottsdale, Arizona.

“Despite reports to the contrary, SOA is not ‘dead.’ In fact, far from it,” said Dean Mericka, president of sales, Software AG. “Companies are using SOA to build better businesses and target key business imperatives. Additionally, the SOA market itself has matured. SOA is about business transformation, and SOA Summit 2009 is designed to help both business and IT leaders use SOA to transform their businesses.”

SOA Summit 2009 is not about presentations and PowerPoint; it’s about providing IT the power to achieve greater levels of SOA-driven, IT-enabled competitiveness. “Because SOA technology has matured, the problem businesses face today is not how to ‘do’ SOA. It’s how to champion SOA while navigating the institutional obstacles they may face,” added Mericka.

Rather than simply hear from companies who have undertaken SOA projects, attendees at SOA Summit 2009 will learn from business leaders who have used SOA across the enterprise to achieve real and measurable business value. In the Summit’s group sessions, they will explore proven, real-world techniques and leadership skills necessary to promote SOA within an organization with John Rymer, vice president and principal analyst at Forrester Research; Susan Cramm, award-winning author, executive IT leadership coach, and former CFO and CIO; and Kevin Flowers, Director of Enabling Technologies at Coca-Cola Enterprises.

In both the business and technical session tracks, attendees will gain practical, hands-on experience that they can leverage immediately. IT managers will learn how to incorporate a measurable, KPI-driven approach to SOA adoption in order to quantify its value to the business, demonstrated by successes at Avnet, Inc. and EchoStar Technologies.

The business track will give attendees the opportunity to create a company-specific SOA ROI analysis. “Learning how to use KPI metrics with SOA deployments helps companies create incentive strategies to get business units on board and to get SOA adopted across the enterprise,” said Mericka. “Additionally, the ROI analysis demonstrates the value of investing in SOA to the rest of the C-suite.”

The technical track features Ron Schmelzer and Jason Bloomberg, both managing partners and senior analysts at ZapThink, who will provide hands-on training modeled on ZapThink’s renowned Boot Camp sessions. The Summit concludes with highlights from National City Bank’s successful effort to grow SOA from individual project deployments to an encompassing enterprise strategy.

“The SOA Summit 2009 is about doing, not just listening,” said Mericka. “Regardless of which track they choose, attendees will leave with knowledge, tools, and techniques they can take back to the office and put to use immediately.”

An agenda of the SOA Summit 2009 and registration details are available at www.SOASummit2009.com.

Software AG will also sponsor BPM Summit 2009, September 16-17, 2009, in Boston. Additional details are available at www.BPMsummit2009.com.

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With more than 1,000 U.S.-enterprise customers and 700 employees, Software AG's U.S. operation contributes one third of the company's total revenue and is Software AG's largest market presence and R&D location. Software AG has operated nationwide in the U.S. since 1973 through a fully-owned subsidiary, Software AG USA Inc., which is headquartered in Reston, Virginia - also an R&D hub for the company's core [data management](#) and [integration technologies](#). R&D labs for the development of Software AG's webMethods product suite - offering [SOA](#) integration and [BPM](#) solutions - include facilities in San José/Silicon Valley, Seattle and Denver. For more information, visit www.softwareag.com/us.

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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 €721 million in 2008 (IFRS, unaudited).

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