

PRESS RELEASE

## Software AG and Cumulocity Announce Strategic IoT Partnership

- Combination produces comprehensive cloud-ready end-to-end Internet of Things Platform
- Delivers innovative device integration with best-of-breed streaming IoT analytics and enterprise-wide integration capabilities
- Supports enterprises in their digital transformation to implement new IoT business models

**Darmstadt, Germany, September 6, 2016 - Software AG (Frankfurt TecDAX: SOW) has expanded its Digital Business Platform with a strategic OEM partnership with Cumulocity, a leading Internet of Things (IoT) application enablement platform vendor, to offer a powerful IoT foundation for easily and securely connecting devices and extracting value across numerous industrial environments to produce operational efficiencies and create new revenue streams.**

By incorporating Cumulocity's device connectivity and management product, the Digital Business Platform now provides the foundation for enterprises to securely integrate, link and scale to a network of millions of connected devices, distributed globally over thousands of tenants. This enables a plethora of IoT use cases such as remote machine monitoring and control, production diagnostics, predictive maintenance and remote service across several markets and industries worldwide from their data streams.

Enterprises now have the ability to connect and manage any 'thing', independent of hardware and protocols, to any application or business process in their enterprise or business ecosystem.

Wolfram Jost, CTO at Software AG, noted: "This strategic OEM partnership combines Software AG's strength in streaming analytics and integration along with Cumulocity's device integration. It is now possible to bring together operational technology and integrate it with an enterprise's IT systems (i.e., CRM, ERP, BI, etc) translating the streaming IoT data into meaningful, actionable information."

Apama Streaming Analytics helps with the creation of operational technology by correlating the IoT data. Operational technology data is often provided as streams of measurements, which can then be enriched with other contextual and historical data sources arising from IT systems. Based on a set of applied rules, this information can then be used to take action, generate an alert, or kick off a business process.

The Digital Business Platform removes the guesswork from product development by collecting data about how products function, as well as how they are actually used. For example, by continuously analyzing equipment sensor data in real-time via machine monitoring, operators can determine equipment condition and understand when maintenance will be required.

Bernd Gross, CEO, Cumulocity, said: "We are excited to be selected as a strategic partner with Software AG. We believe that the Software AG and Cumulocity relationship will further help enable the Internet of Things for our industrial customers. The powerful capabilities of Software AG's

Digital Business Platform plus Cumulocity's ability to tap into sensor data will allow enterprises to create new business models, generate incremental revenue and optimize their operations.“

Cumulocity's origins as part of Nokia Siemens Networks, the world's mobile broadband specialist, gives it the experience of managing networks of millions of devices in a reliable, rapidly scalable and flexible manner. Cumulocity removes complexity and allow the benefits of IoT to be exploited rapidly, comprehensively and securely by all organisations.

Jost concluded: “We have been working with Cumulocity for over a year and are building a tight relationship through the demand of our joint customers across industries such as insurance, pharma, manufacturing, retail and utilities. Cumulocity brings us the gravitas and leading-edge IoT device integration that, when used with the Digital Business platform, provide an effective go-to-market IoT foundation.”

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#### **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](http://www.softwareag.com).

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