

## PRESS RELEASE

### Software AG launches its Web-Based Digital Marketplace

**Darmstadt & Las Vegas, October 13, 2015 - Software AG (Frankfurt TecDAX: SOW) announced today the launch of its *Digital Marketplace* – an online hub designed to help customers respond faster to the accelerating digitization of the global economy. Software AG's *Digital Marketplace* allows enterprises to select and leverage essential IT development components such as solution accelerators, business process models, application components, adapters and industry frameworks as well as fully fledged solutions developed by Software AG's partners and customers.**

Building on the company's robust community of more than two million developers and expanding partner base, Software AG's *Digital Marketplace* will provide enterprises and government bodies with the ability to accelerate the value they get from their Digital Business Platform.

[Eric Duffaut](#), Chief Customer Officer and Member of the Management Board, Software AG, said: "Digitization is changing everything. Enterprises and governments have to develop and implement their unique digital strategies if they are to meet customer and citizen expectations and remain competitive in this real-time, global market place. These are not run-of-the mill investment decisions. Every decision is a strategic decision and the *Digital Marketplace* will help make the implementation of digitization easier, based on the collective experience of Software AG, our partners and customers."

Harish Dwarkanhalli, Cognizant's Vice President and Global Delivery Head of Integrated Process Management practice, noted: "Co-innovation is a key part of the value that Cognizant and Software AG provide to our mutual clients as they digitally transform their business. The Software AG Digital Marketplace is a new way for us to highlight the innovative solutions, frameworks and thought leadership we've developed to help clients achieve new levels of business performance. We are pleased that our Intra Day Liquidity Monitoring (ILM) Solution, built on the Software AG Digital Platform, is one such innovative solution that is part of the Digital Marketplace launch. By providing clients with easy access to proven components and best-practices, we're able to help accelerate their projects and build an infrastructure for digital success."

The *Digital Marketplace* is a driver of innovation where customers can browse and be inspired by industry-specific use cases. Any customer can then instantly increase and accelerate value from their own *Digital Business Platform* by leveraging development components, solution accelerators and even fully fledged solutions developed by Software AG or its partners. The *Digital Marketplace* is rich with content, easy to use and accessible to Software AG customers and partners alike.

Duffaut continued: "Software AG's focus is on enabling enterprises to identify and rapidly implement digitization projects, to inspire to innovate. As the world's largest independent infrastructure software company, we are always looking for ways to better support our customers. The *Digital Marketplace* is Software AG's latest step in providing total customer support as a strategic business partner."

Software AG's *Digital Business Platform* helps users respond to real-time business events or fast changing market conditions and is the critical technology driver and enabler for enterprises pursuing digital transformation. Moreover, it delivers a wide range of capabilities that enable enterprises to quickly build business applications for the digital age.

The *Digital Marketplace* is available now and located here: [marketplace.softwareag.com](http://marketplace.softwareag.com).

###

#### About [Software AG](#)

Software AG empowers customers to innovate, differentiate and win in the digital world. Its products help companies combine existing systems on-premise and in the cloud into a single platform to optimize and digitize their businesses. The combination of process management, data integration and real-time analytics in one middleware platform enables customers to drive operational efficiency, modernize their systems and optimize processes for smarter decision-making. Building on over 45 years of customer-centric innovation, Software AG is ranked a leader in many innovative IT categories. Software AG has more than 4,400 employees in 70 countries and had total revenues of €858 million in 2014.

Learn more at [www.softwareag.com](http://www.softwareag.com).

**Software AG | Umlandstraße 12 | 64297 Darmstadt | Germany**

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

Follow us on Twitter 

[Software AG Germany](#) | [Software AG Global](#)

Contact:

**Paul Hughes** <[paul.hughes@softwareag.com](mailto:paul.hughes@softwareag.com)>  
Director Media Relations  
Tel: **+49 (0) 6151 92-1787**

**Byung-Hun Park** <[byung-hun.park@softwareag.com](mailto:byung-hun.park@softwareag.com)>  
Head of Global Corporate Communications  
Tel: **+49(0) 6151 92 2070**