



INTERNATIONAL USER GROUPS PRESIDENTS MEETING

December 4, 2018

CBC, Darmstadt

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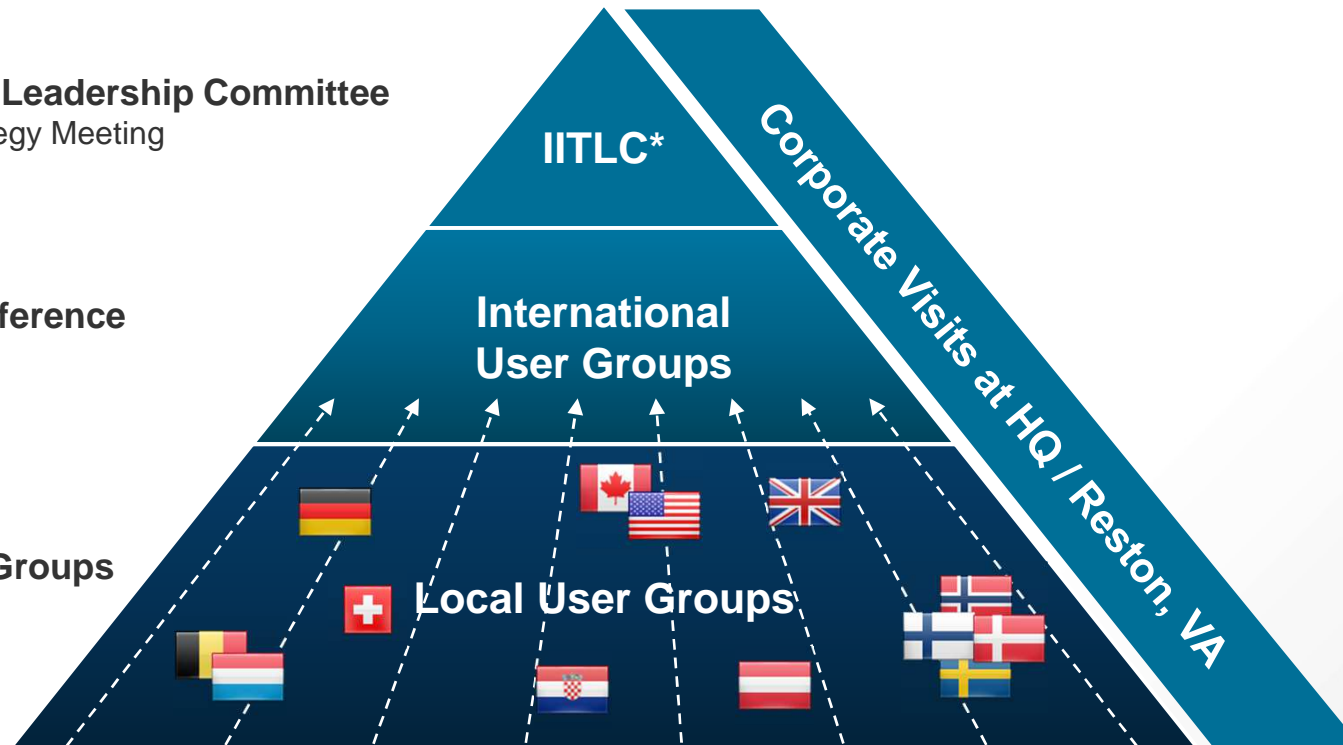


SOFTWARE AG USER GROUPS

***International IT Leadership Committee**
Annual 2-Day Strategy Meeting

Annual IUG Conference

30+ Local User Groups



INTERNATIONAL USER GROUPS TODAY



There currently are
~1,685 IUG members

— December 4th, 2018—

CUMULOCITY IOT

INTERNATIONAL USER GROUP



from
different countries:

ADABAS&NATURAL

MEMBERS

- 2005: 111
- 2015: 440
- **TODAY: 494**

MEMBERS

- 2005: 78
- 2015: 817
- **TODAY: 881**

MEMBERS

- 2005: 50
- 2015: 362
- **TODAY: 609**

ALFABET

MEMBERS

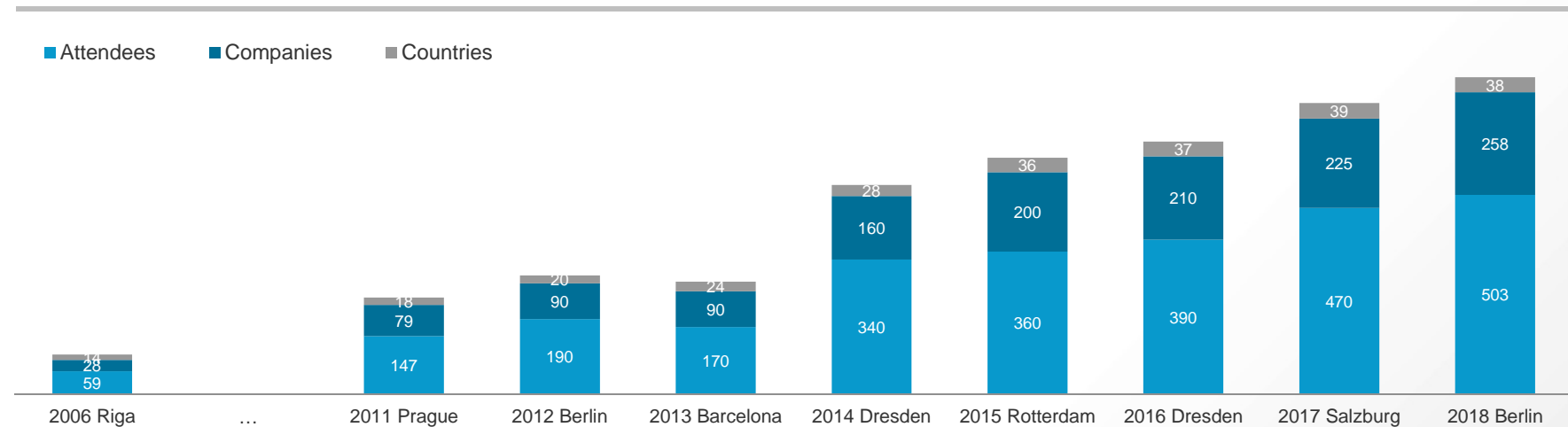
- 2015: 96
- **TODAY: 189**

IUG DEVELOPMENT 2006-2018

The International User Groups Conference is our most important global meeting **by customers for customers.**

During the conference week, all international user groups gather in the same location to **exchange information and to network.**

The annual IUG Conference changes location each year and our proven conference format has led to increased interest and attendance.



FACTS & FEEDBACK – IUG 2018 CONFERENCE

Key Facts



503 Participants



258 Companies



38 Countries



75 Presentations



9 Workshops,
Panel Discussions, Innovation Labs

How would you rate
the usefulness of
this conference
for your job?

92,35 (91,03)

How would you
rate Software AG's
topics/
presentations?

89,55 (90,07)

How would you
rate customers'
presentations?

88,82 (84,89)

How well were
your questions
answered?

86,06 (85,89)

How do you rate
the organization
(invitation,
preparation,
execution)?

96,76 (97,35)



Impressions from the IUG 2018 Conference

Video: <https://www.youtube.com/watch?v=tjE-n4lav3Q>



DETAILED FEEDBACK

IUG 2018 BERLIN

WHAT DID YOU LIKE IN PARTICULAR?

- Customer presentations
- The presenters were from all over the world and provided interesting perspectives from their regions
- Tech demos
- Interaction between customers and SAG experts
- Parallel sessions / duration of presentations
- Roadmap sessions
- Networking, meeting other organizations with similar challenges presenting
- Broad range of customers from beginners to experts in a widespread field of topics

WHAT CAN WE DO BETTER?

- More time to network
- Little time between sessions especially if you have to change room
- More deep-dive live demos
- Longer Q&A sessions with SAG experts
- Less emphasis on product releases, webinars already cover this well, use the time for more customer stories
- Registration on the homepage was a little confusing
- Up-to-date digital agenda
- Would be a good idea to make an app containing the agenda and useful info.
- Include Hackathon in agenda



INTERNATIONAL USER GROUPS CONFERENCE 2019

Riga, Latvia | June 3-7

www.softwareag.com/IUG2019

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INTERNATIONAL USER GROUPS CONFERENCE 2019

- **June 3-7, 2019**
- **Radisson Blu Latvia Hotel**
Elizabetes iela 55, Centra rajons,
Rīga, LV-1010, Latvia

1

Conference rate: 140 €/ night incl. breakfast

2

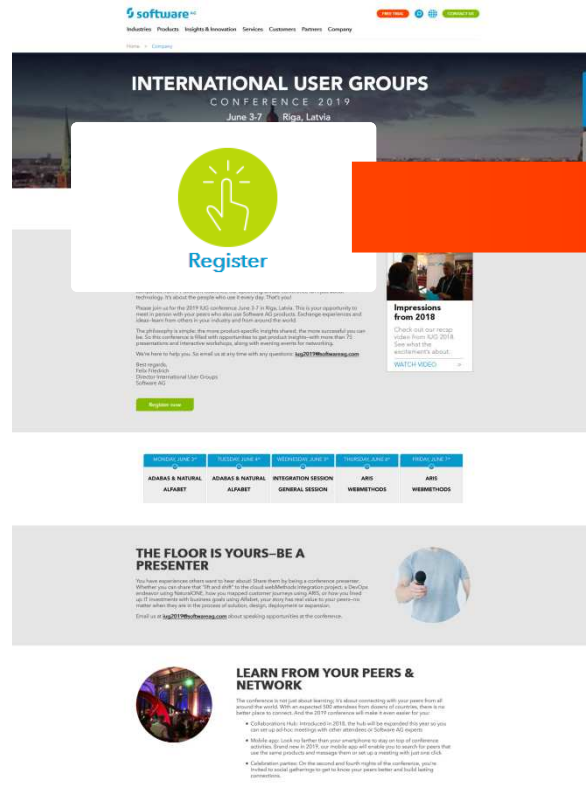
Direct booking link for attendees to manage their stay

3

Early bird special: the first bookings will get a free room upgrade – subject to availability



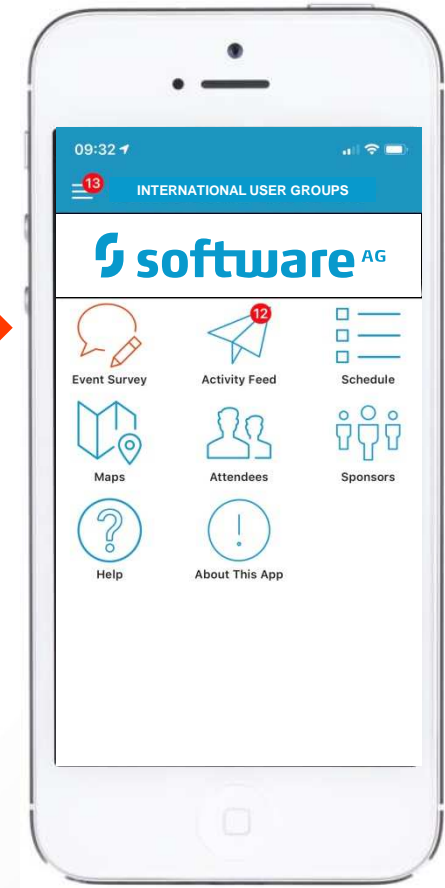
LET'S GET DIGITAL



IUG Website



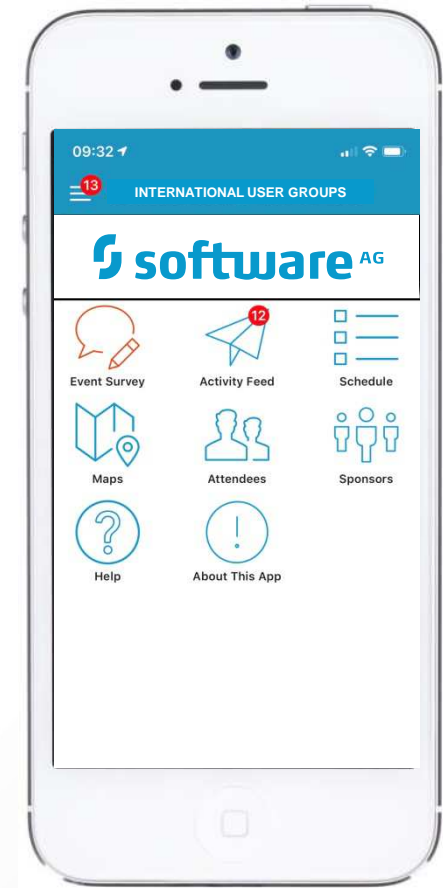
Attendee database



IUG Mobile App



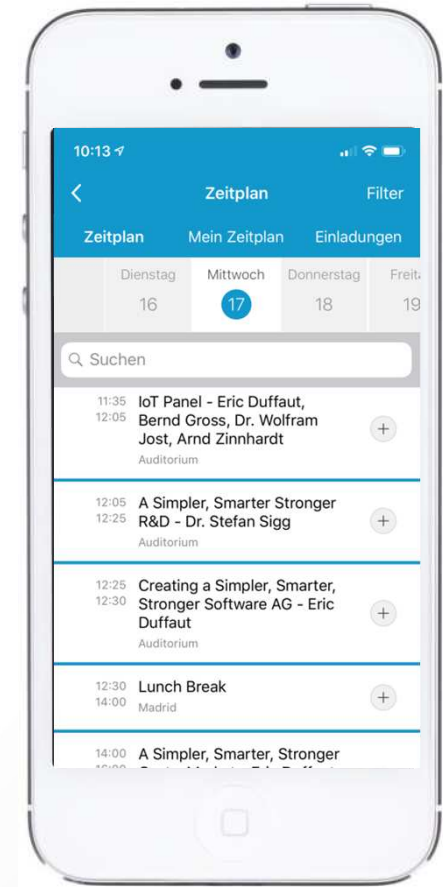
IUG 2019 MOBILE APP



IUG 2019 MOBILE APP



Schedule: View the full event schedule including session locations, speaker details, abstracts and more. Build your personalized agenda and take notes.



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IUG 2019 MOBILE APP



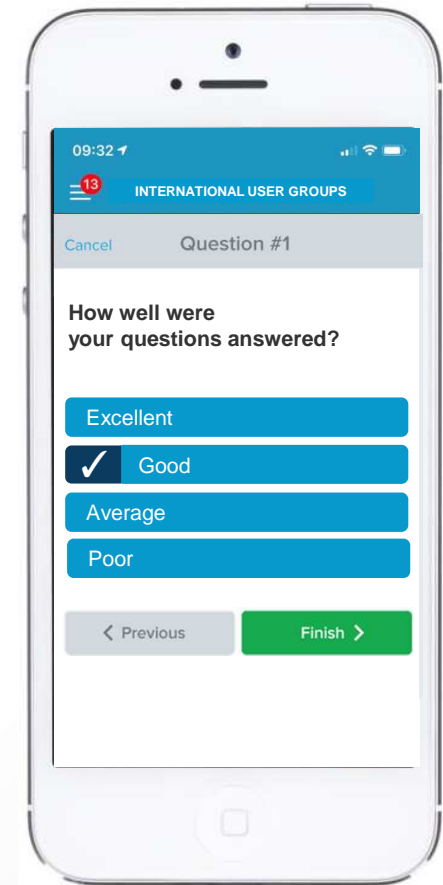
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Polling and survey: Use live polls during a session to gather attendee opinions. Event survey after the event directly through the app.



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Maps: Interactive maps help you navigate between meeting rooms in the hotel as well as outside to and from evening event locations.

