

IUG Presidents Meeting

*Darmstadt
December 5, 2019*



INTERNATIONAL USER GROUPS PRESIDENTS MEETING

THURSDAY, DECEMBER 5, 2019 – CUSTOMER BRIEFING CENTER

10:00-10:15	Welcome and Introduction	Felix Friedrich <i>Director, Customer Briefing Center & User Groups, Software AG</i>
10:15-11:15	Software AG Update	Dr. Stefan Sigg <i>Chief Product Officer, Software AG</i>
11:15-12:00	Software AG – Subscription Journey	Dr. Martin C. Neuenhahn <i>Director Cross Product Strategy, Software AG</i>
12:00-13:00	Lunch Break	
13:00-13:30	IUG 2019 – Results & Feedback from Conference in Riga	Felix Friedrich
13:30-15:30	Working Groups with Software AG Experts – Product-related Topics	
	Adabas & Natural	Alfabet
	ARIS	webMethods
	Cumulocity IoT	
15:30-16:00	Coffee Break	
16:00-17:00	IUG 2020 – Status & Results from Working Groups	All
17:00-17:30	Wrap-up and End of Meeting	
18:00	Dinner	

What local activities are going on in my region?

How do I as a new customer know about the user groups?

Will there be other users from my region at IUG?

What do I need to do to become a user group member?

How can I stay in touch with my user group network when I am back home from the conference?

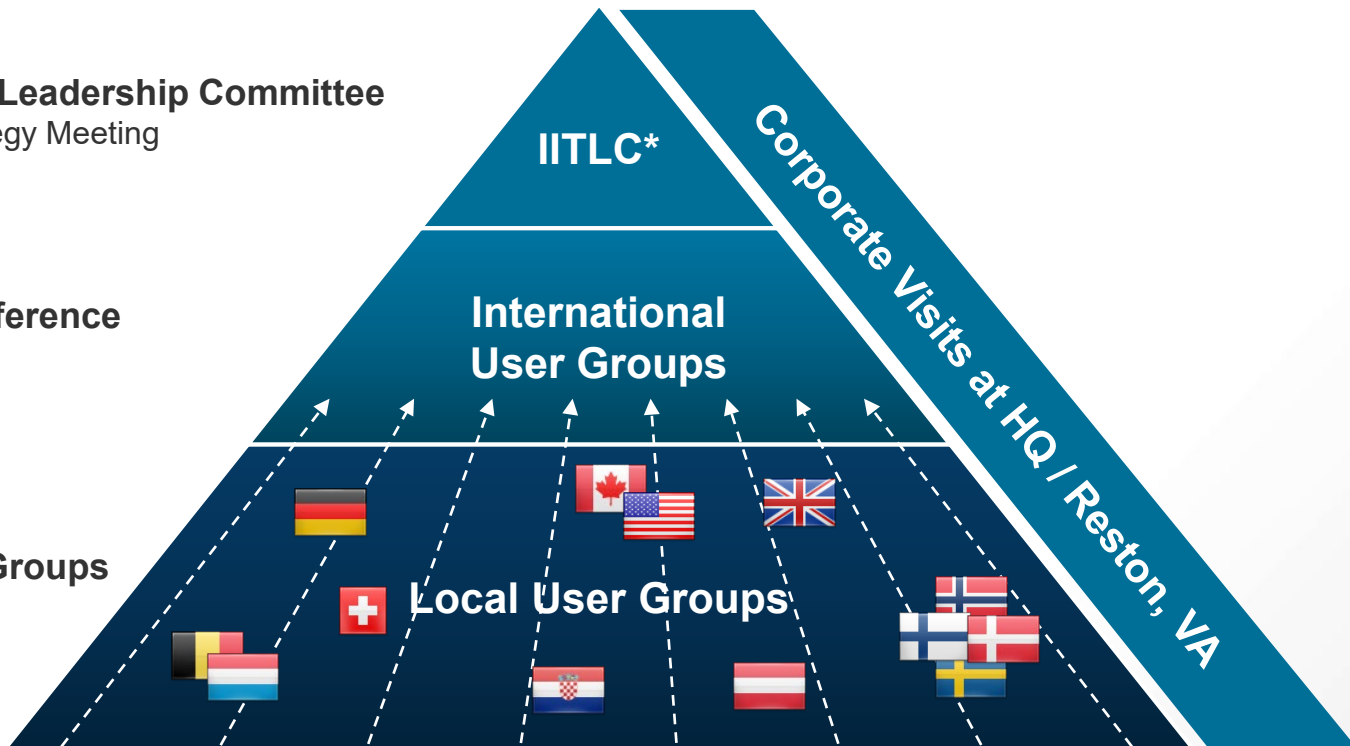
Is there a discussion group on LinkedIn for my user group?

SOFTWARE AG USER GROUPS STRUCTURE

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

Annual IUG Conference

30+ Local User Groups



DIFFERENT TOUCHPOINTS – ONE GOAL: PUT OUR USERS IN THE CENTER

Intern. User Groups

ADABAS & NATURAL

ALFABET ARIS

CUMULOCITY IoT

WEBMETHODS



Local User Groups



Digital Communication Channels



REVIEW – IUG CONFERENCE 2019

Key Facts



545 Participants



276 Companies



44 Countries



100+ Presentations
Interactive Workshops,
Panel Discussions and
more

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



4,5 (out of 5)

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



4,35 (out of 5)

How would you
rate customers'
presentations?



4,21 (out of 5)

How well were
your questions
answered?



4,34 (out of 5)

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



4,71 (out of 5)



Impressions from the IUG 2019 Conference

Video: <https://vimeo.com/342240988/ea148aa5fe>



2019 FEEDBACK

WHAT DID YOU LIKE IN PARTICULAR?

- Customer presentations were very good.
- Nice energy from Software AG presenters.
- Demos
- Good balance in the schedule on Thursday.
- Great availability of the experts!
- Great technical insights in the talks with the PM and experts.
- Size of event, large enough to be full of great information and contacts, yet small enough for the experts to be accessible.
- Good networking opportunities.
- Sharing knowledge
- Really nice that there was an app where you could check all relevant info.
- Information about SAG vision and direction
- Hospitality and atmosphere of the event

WHAT CAN WE DO BETTER?

- More practical sessions, less theory
- More deep dive
- More customer presentations with success stories.
- Presentations of Software AG products for public sector
- The discussion at the end was not really a discussion.
- More “local” events, related to a specific site.
- Some parallel, smaller workshops or planned discussion spaces for specific topics.

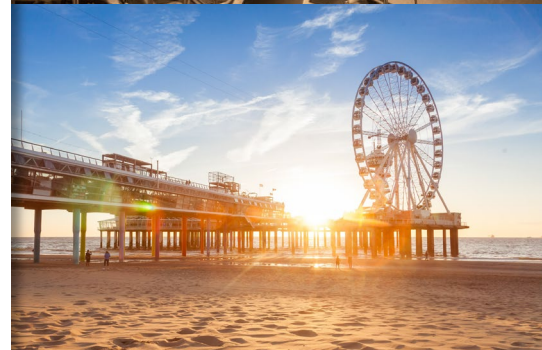


— IUG CONFERENCE 2020 —

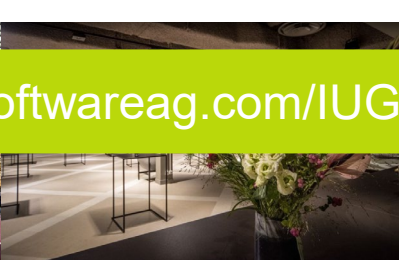
JUNE 15-19

THE HAGUE

CONFERENCE CENTER
NEW BABYLON



→ softwareag.com/IUG2020





Agenda



Speakers



Network



Partners



Where to Stay

WHERE TO STAY

Choose a hotel close to our meeting venue: [The Hague Conference Centre](#)
Book early to save—first come, first served!



Hilton The Hague

- Walking distance: 25 min
- Public transport: 14 mins
- Cost: 15% discount on daily rate
- Book by: first come first served based on availability

[Book now](#)



Mercure Den Haag Central

- Walking distance: 10 mins
- Public transport: 8 mins
- Cost: 169 €/night incl. breakfast
- Book by: tbd

[Book now](#)



Novotel Den Haag City Centre

- Walking distance: 10 mins
- Public transport: 8 mins
- Cost: 175 €/night incl. breakfast
- Book by: tbd

[Book now](#)



Novotel Suites Den Haag City Centre

- Walking distance: 10 mins
- Public transport: 8 mins
- Cost: 175 €/night incl. breakfast
- Book by: tbd

[Book now](#)



ibis Den Haag City Centre

- Walking distance: 15 mins
- Public transport: 9 mins
- Cost: 129 €/night incl. breakfast
- Book by: tbd

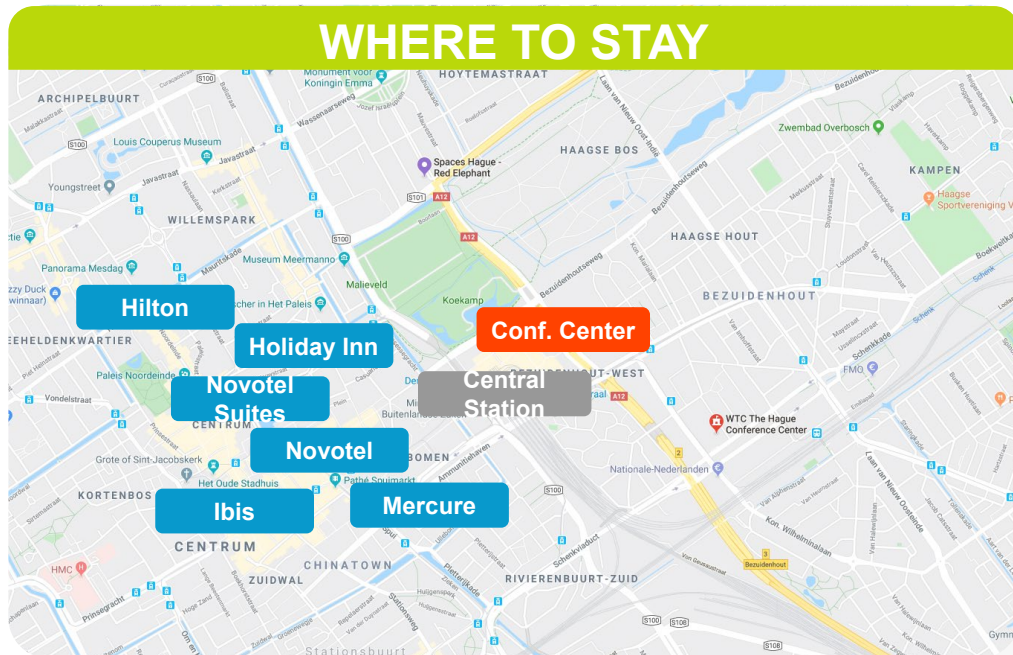
[Book now](#)



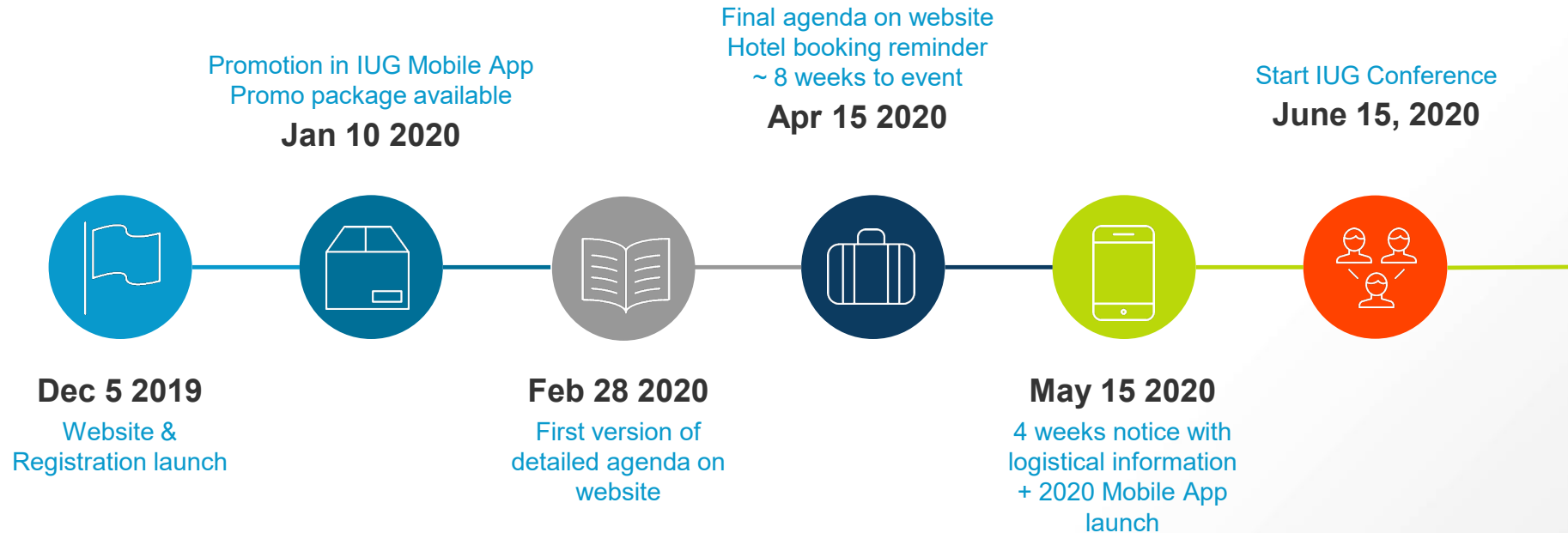
Holiday Inn Express The Hague - Parliament

- Walking distance: 10 mins
- Public transport: 10 mins
- Cost: 159 €/night incl. breakfast
- Book by: April 20, 2020

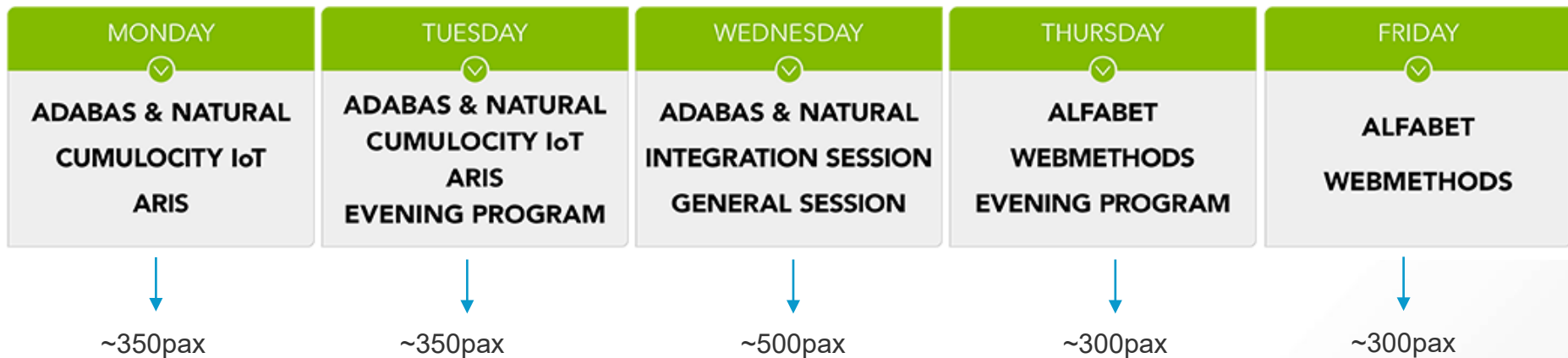
[Book now](#)



PROMOTION



2020 AGENDA STRUCTURE



AGENDA MILESTONES

01 **DECEMBER 5**
IUG Presidents Meeting: Agree on agenda structure, breakouts etc.

02 **JANUARY 30**
Review first agenda draft (product topics defined, customer speakers identified)

03 **APRIL 15**
„Final“ agenda available on website – 8 weeks to the event

04 **May 15**
Agenda published in mobile app (incl. abstracts, speaker profiles etc.)



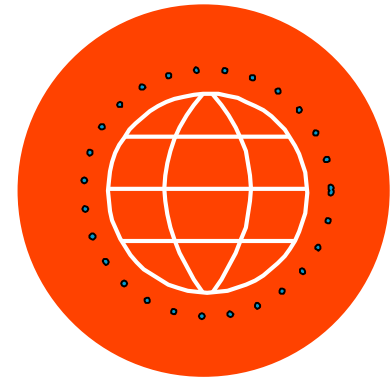
Grow

- Grow user group community
- Increase number of attendees at annual conference



Engage

- Connect with other users
- Engagement with Software AG experts
- Live Q&A experience



Align

- Continue discussions in local groups
- Digital Community & Social Media groups



SUCCESS STORY: Cumulocity IoT User Group Committee

