

SOFTWARE AG – SUBSCRIPTION JOURNEY

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AGENDA

Software AG's move to subscription

Software AG Cloud

Questions

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Questions

WE HAVE A CLEAR PLAN FOCUSING ON THREE PRIORITIES

OUR TRANSFORMATION AT-A-GLANCE



FOCUS



Right
products

Right markets
and resources

TEAM



Our people,
our culture

Great
partnerships

EXECUTION

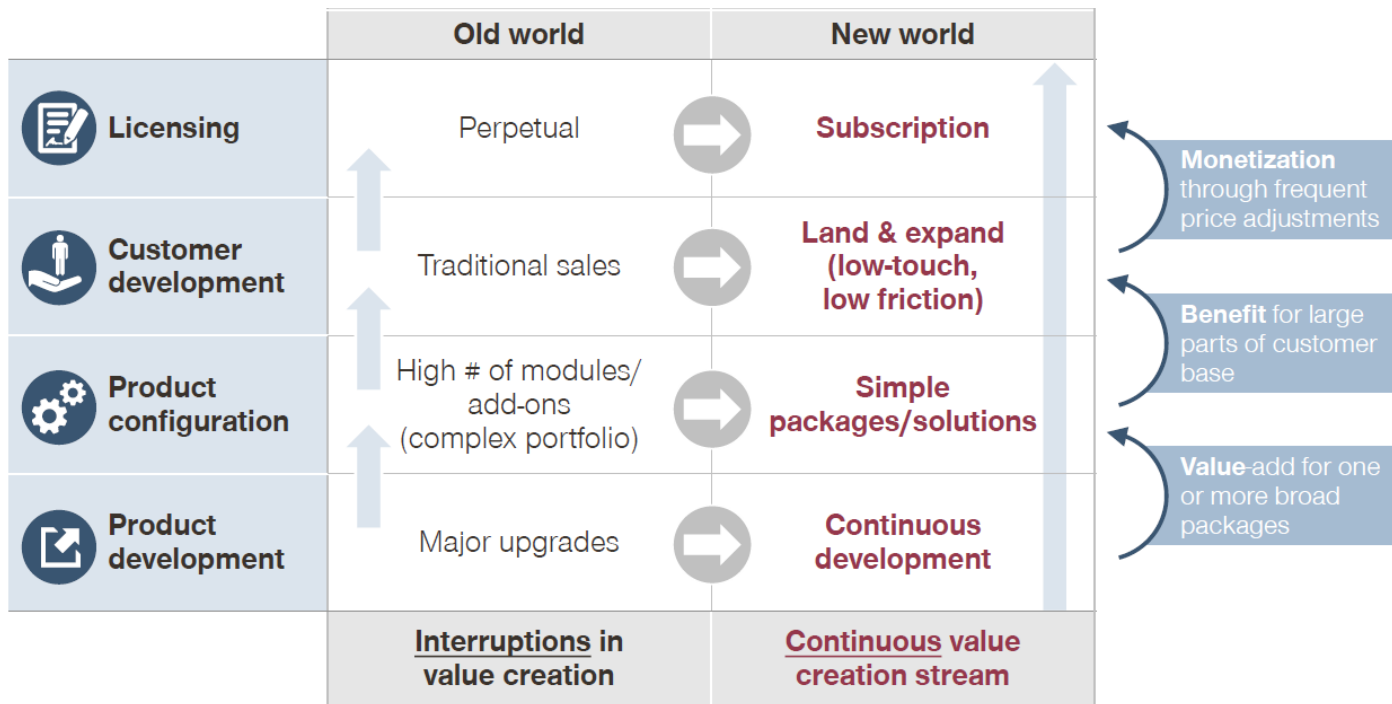


Simpler, sharper
GTM approach

Drive shift to subscription

Improved operating model
and accountability

TRANSITION TO SUBSCRIPTION



LAND & EXPAND CUSTOMER JOURNEY

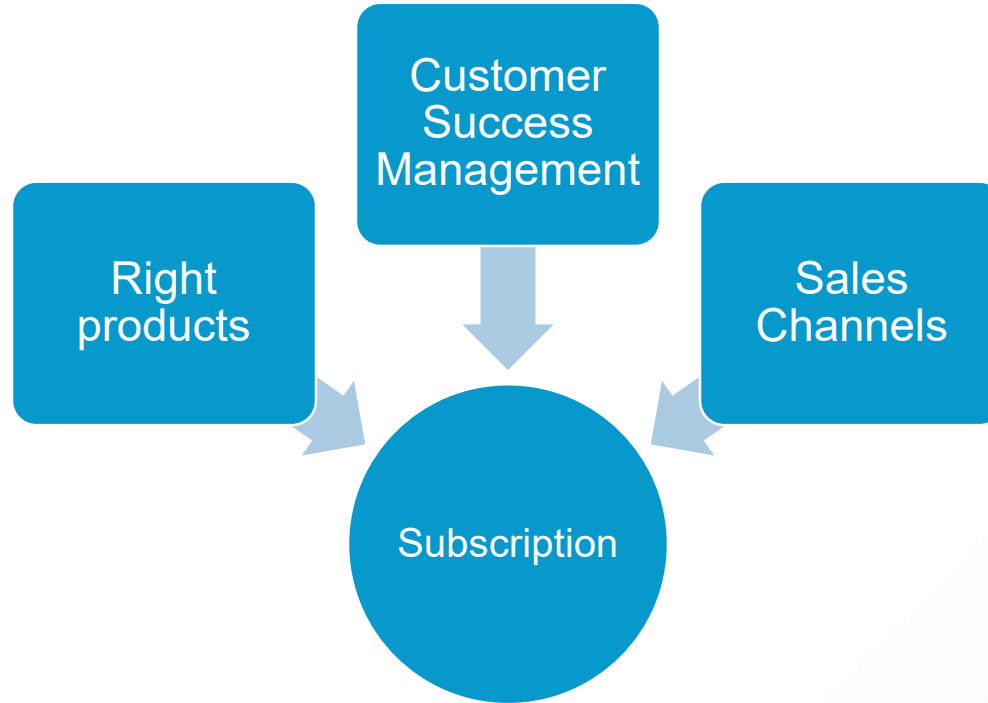
EXAMPLE



SUBSCRIPTION VS. SAAS



REQUIREMENTS FOR SUCCESSFUL SUBSCRIPTION



NEW SUBSCRIPTION BUNDLES

OVERVIEW

Conceptual

		Public Cloud (SaaS)		Dedicated / Private / On-Prem
		Starter	Advanced	Enterprise
NFRs	Support	Weekdays (e-mail) 48h response	Weekdays 24h response	All week, 12h response (more at higher price)
	Customer Success Management	No	(Yes)	Yes
Pricing	Price Range	0-\$	\$\$-\$\$\$	\$\$\$-\$\$\$\$
	Price Logic	PAYG	Packages / PAYG	Packages
	Primary Metric	One main metric		
	Price Transparency	Full	Limited	Contact us pricing
Standardization	T&Cs	Standard	Standard	Customized
G2M	Sales Channel	Online	Inside / Partner Sales	Field Sales

NEW SUBSCRIPTION BUNDLES

EXAMPLE WEBMETHODS PRODUCTS

Conceptual

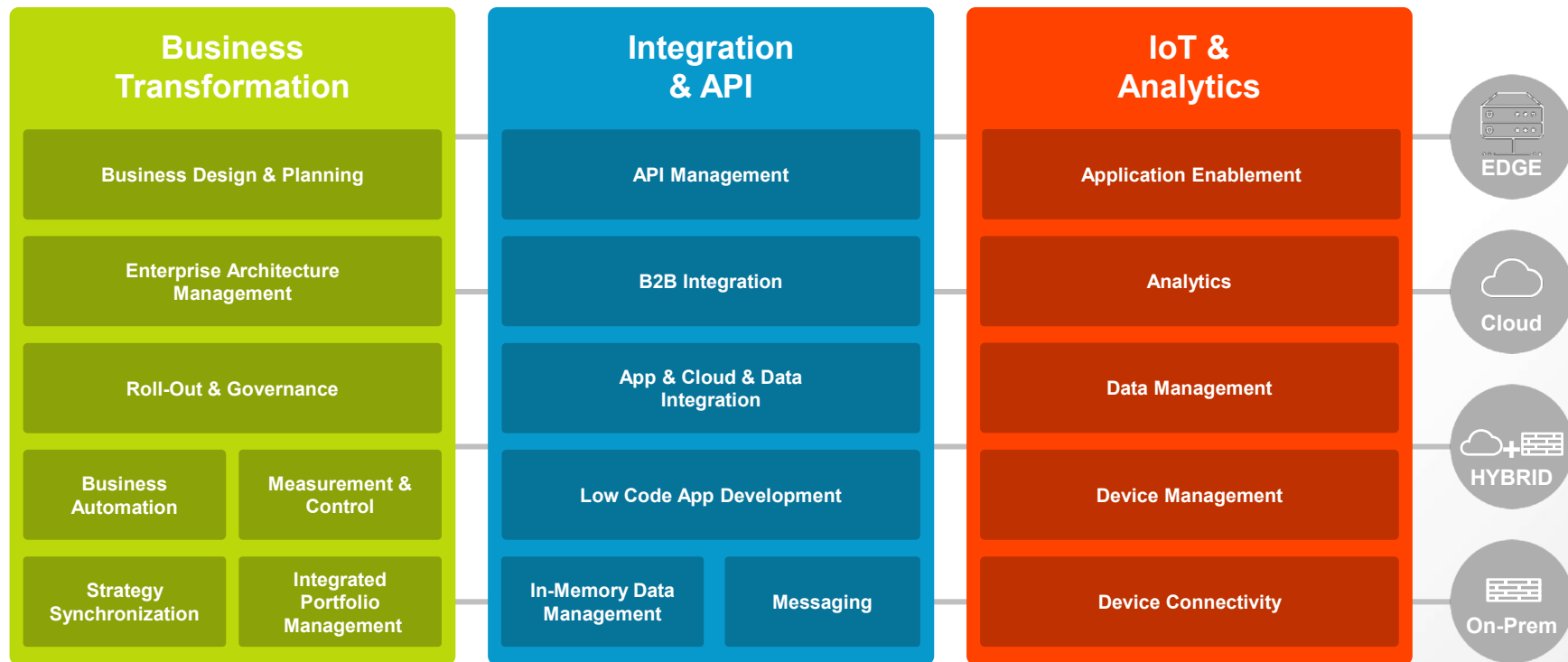
		Starter	Business	Enterprise
Customer need		Entry-level, departmental integrations	Larger scale integration solutions	Complex, highly flexible and critical integrations
Deployment options		Public cloud	Public cloud	On-prem or private cloud
NFRs¹⁾	Support availability time	Weekdays (e-mail), 48h response	Weekdays 9-5, 24h response	All week 9-5, 12h response (24/7, 3h response: \$)
	Resources and services	Training documents/videos	Training documents/videos	Training, premium engagement, education services for credits (\$)
	Customer success mgmt.		(✓)	✓
	Environments (dev. / test / prod.)	1/1/1	1/1/1 (additional \$)	On-prem: Unlimited Cloud: 1/1/1 (additional \$)
	Uptime SLA ²⁾	Standard	Standard (high availability \$)	n.a.
	Hot standby (failover)			\$
Integration	wM.io integration solution ³⁾	✓	✓	✓
	Hybrid connection		✓	✓
	wM integration solution ⁴⁾			✓
	Microservices			✓
	UM Basic			✓
	UM Advanced			\$
	Terracotta Basic			✓
	Terracotta Advanced			\$
	Standard adapters	✓	✓	✓
	Premium adapters			\$
+ Add-On (\$): Trading networks	B2B Trading networks	✓	✓	✓
	B2B Standard modules	✓	✓	✓
	B2B Premium modules			\$
+ Add-On (\$): Active transfer	B2B Active transfer	✓	✓	✓
+ Add-On or standalone (\$) API mgmt.	API portal + gateway	✓	✓	✓
	Microgateway			✓
	Centrasite			\$

TALK CAPABILITIES, NOT PRODUCTS

Conceptual

		Starter	Business	Enterprise
Customer need		Entry-level, departmental integrations	Larger scale integration solutions	Complex, highly flexible and critical integrations
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	Resources and services	Training documents/videos	Training documents/videos	Training, premium engagement, education services for credits (\$)
	Customer success mgmt.		(✓)	✓
	Environments (dev. / test / prod.)	1/1/1	1/1/1 (additional \$)	On-prem: Unlimited Cloud: 1/1/1 (additional \$)
	Uptime SLA ²⁾	Standard	Standard (high availability \$)	n.a.
		Hot standby (failover)		\$
Integration	Integrate most common services and apps using a modern user interface ³⁾	✓	✓	✓
	Connect to on-prem services and apps		✓	✓
	Customize and adapt integrations with the highest flexibility			✓
	Microservices			✓
	Integrate special services and apps			\$
Messaging	Use high performance, low-latency messaging			✓
	Enable high availability for messaging			\$
				✓
Caching and storage	Perform clustering for integrations			\$
	Perform in-memory caching, storage and clustering for various use cases			\$
+ Add-On (\$): Trading networks	Set up trading networks with most common modules	✓	✓	✓
	Set up networks with special modules			\$
+ Add-On (\$): Active transfer	Transfer files securely and reliably	✓	✓	✓
+ Add-On or standalone (\$) API mgmt.	Manage API policies and publish to developers	✓	✓	✓
	Manage API access to microservices			✓
	Store and find APIs in a catalog			\$

CAPABILITY MAP



AGENDA

Software AG's move to subscription

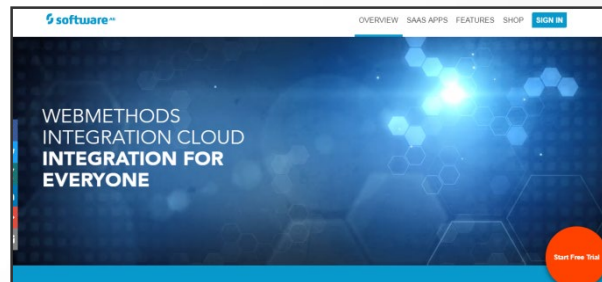
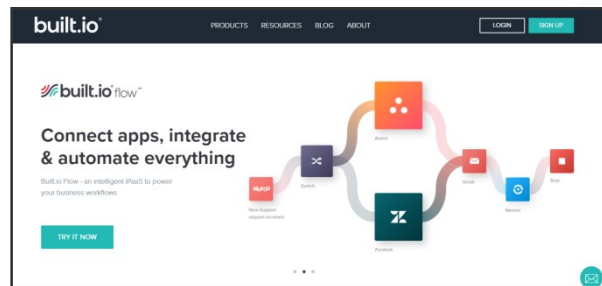
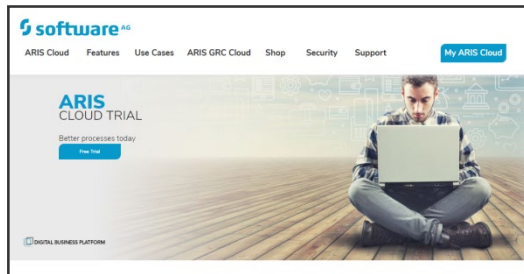
Software AG Cloud

Questions

SOFTWARE AG CLOUD HUB

FROM THIS ...

- Multiple independent cloud sites
- Different look & feel
- Different user experience
- Different sign-up and log-in
- Different lead processes
- Different cloud operations & infrastructure



SOFTWARE AG CLOUD

... TO ALL CLOUD IN ONE PLACE

- One look & feel and aligned positioning and
- One user experience
 - sign-up, log-in
 - lead process
- Cross-product use-cases & connectivity
- Unified cloud operation and hosting platforms

SoftwareAG.cloud



SOFTWARE AG CLOUD

ALL CLOUD IN ONE PLACE

Software AG Cloud is an **open** and **independent cloud platform** and your **one-stop** shop for all things Software AG offers as a cloud service. It's our new, **secure** and **reliable PaaS** portal that provides access to an ever-expanding set of integrated cloud services. All our **market-leading** cloud **capabilities** are **fully integrated** to give you the freedom to **connect, scale** and **grow** your digital business your way.



SOFTWARE AG Cloud Products Resources Ecosystem

SOFTWARE AG Cloud

Jumpstart your digital journey

Software AG Cloud is an open and independent cloud platform and your one-stop shop for all things Software AG offers as a cloud service. It's our new, secure and reliable PaaS portal that provides access to an ever-expanding set of integrated cloud services.

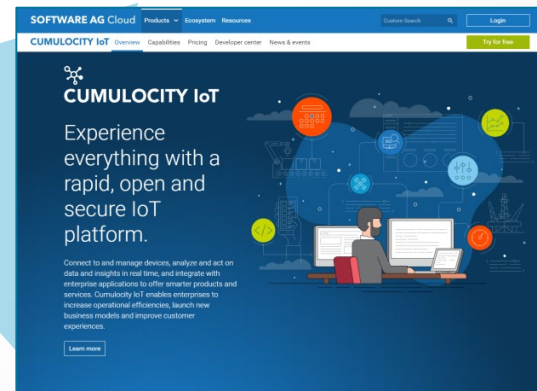
All our market-leading cloud capabilities are fully integrated to give you the freedom to connect, scale and grow your digital business – your way.

[Learn more](#)

The landing page features a central cloud icon with various gears and icons representing different services: WEBMETHODS B2B, ALFABET, WEBMETHODS Dynamic Apps, WEBMETHODS API, CUMULOCITY IoT, ARIS, and WEBMETHODS Integration.



- ALFABET Cloud**
IT Portfolio Management-as-a-Service.
- ARIS Cloud**
Power collaborative process improvement across your organization.
- CUMULOCITY IoT**
Simplicity, agility and rapid proof of value with a packaged IoT platform.
- WEBMETHODS API**
Your complete API management service.
- WEBMETHODS Dynamic Apps**
Visually build and deploy process-driven application solutions.
- WEBMETHODS Integration**
Integration for everyone!



SOFTWARE AG Cloud Products Ecosystem Resources

CUMULOCITY IoT Overview Capabilities Pricing Developer center News & events

CUMULOCITY IoT

Experience everything with a rapid, open and secure IoT platform.

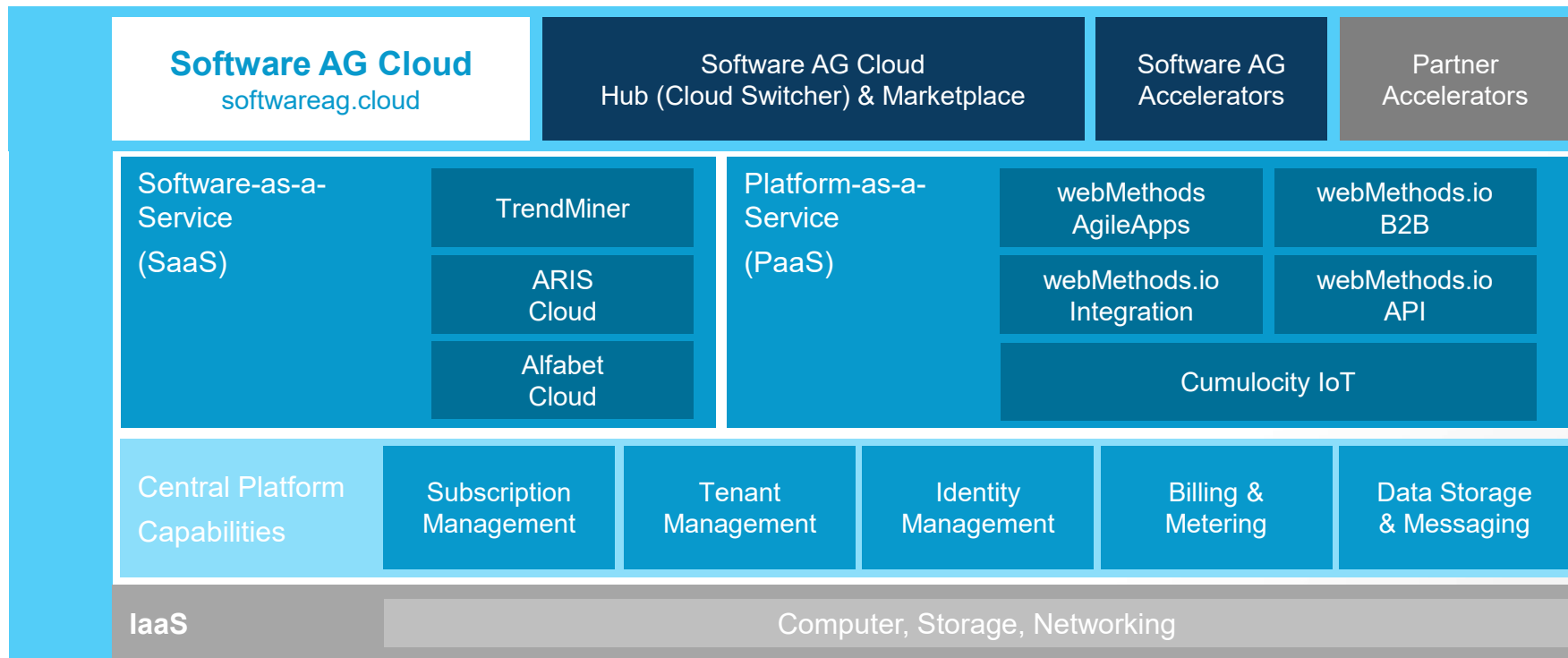
Connect to and manage devices, analyze and act on data and insights in real time, and integrate with enterprise applications to offer smarter products and services. Cumulocity IoT enables enterprises to increase operational efficiencies, launch new business models and improve customer experiences.

[Learn more](#)

The page includes a navigation bar with 'Products', 'Ecosystem', and 'Resources'. The main content area features a large illustration of a person working on a laptop, surrounded by various IoT-related icons and data visualizations.

SOFTWARE AG CLOUD

CLOUD ARCHITECTURE – PRODUCTS



ROADMAP HIGHLIGHTS 2020

SOFTWARE AG CLOUD

Account
Management

Online Shop

In-App
Engagement

More regions
for public
cloud

IaaS
Provider

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