

Company Presentation

December 2002

Mission Statement



- **To be a leading supplier of system software, solutions and services for mission-critical enterprise information technology.**

Company Profile

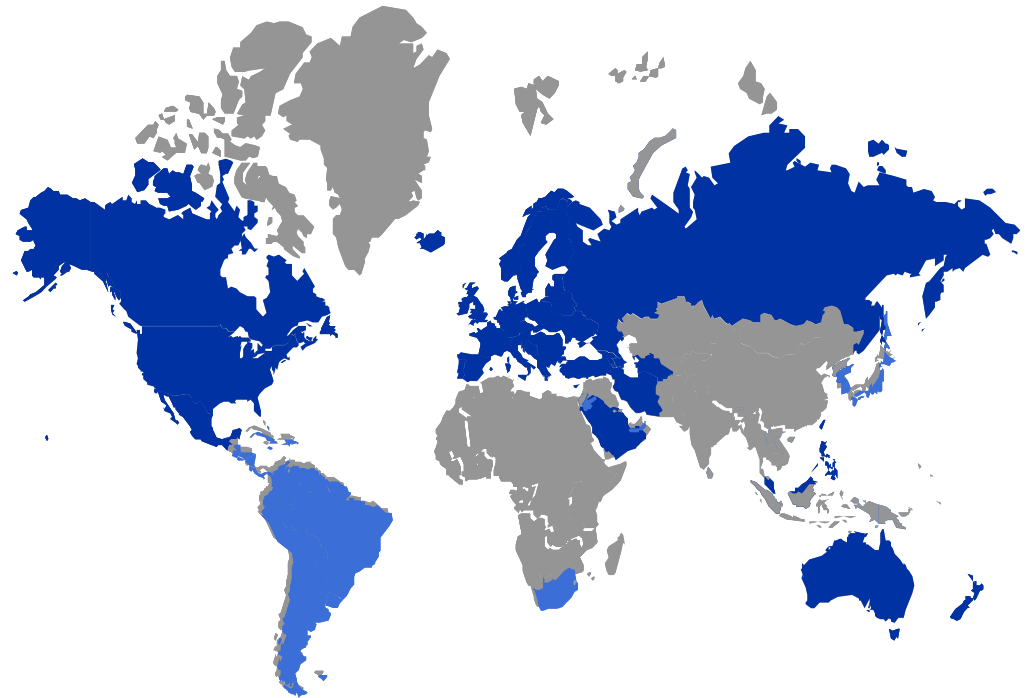
- Europe's largest system software provider and a major global player in this industry
- In the high-end, mission-critical IT business since 1969
- Leader in XML system technology for e-business
- Global presence
- 2001 revenue: Euro 589 million/ 20% profit margin
- Listed at Frankfurt stock exchange (MDAX)
- Over 3,000 employees worldwide

Global Presence

- 30 subsidiaries
- 90+ offices
- in 70+ countries

- 390 Partners

- Europe: 210
- USA: 110
- Asia/Pacific: 70



- Directly served territories
- Major distributors

Core Competencies

- **Database Management Systems**
- **Application Engineering**
- **Enterprise Application Integration**
- **XML Storage/Management/Publishing/Integration**
- **Professional Services**

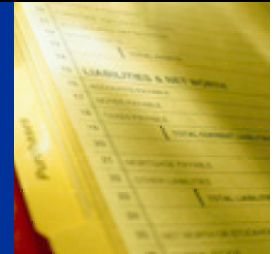
Focused Sales/Services Organisation

Focus on 4 vertical industries

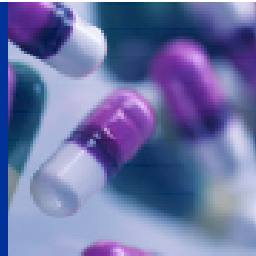
Banking and
Insurance



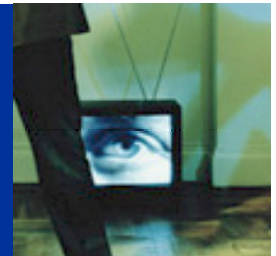
Government



Pharmaceuticals and
Healthcare



Media and
Technology



Solution Categories & Competencies

Sales & Services Categories

Industry Solutions



Web Services



Content Management



Mobile Computing



Service Specific Categories

Application Management



Migration Services



Business Services Methodology



Business Innovation Services

- Consulting
 - Assessment
 - Feasibility Study
 - Architecture Model
 - Proof of Concept
 - Technology Consulting
- The XML Academy
- Training



Business Integration & Technology Services

- Product Implementation
- Back-end Integration
- Application Development
- Prototyping
- Migration
- Skills Transfer
- Training



Business Operations Services

- Product Support Services
 - Essential Services
 - Advantage Services
- Application Management Services

First Class Customer Base (1)

- Over 5,000 corporate users world-wide

Financial Services



MORGAN STANLEY DEAN WITTER



Manufacturing

PHILIPS



SONY



SIEMENS

Public Administration



Landeshauptstadt
München



Alesbury Vale
District Council



First Class Customer Base (2)

Logistics



FAA



Pharmaceuticals



MERCK



Vitamins

Media & Telecom



Market Challenges

- Focus on productivity and profit
- Leveraging existing investments
- Strategic alliances
- Make B2B work



Major IT Issues



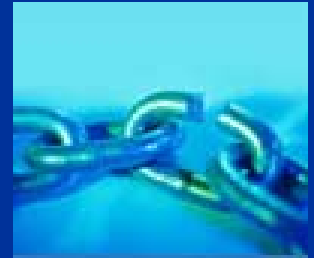
Flexibility



Productivity



Standardization



Integration

- **Ability to respond to rapid change**
- **Productivity**
- **Standardization**
- **Leverage existing IT systems**

Addressing Major IT Issues (1)

■ Leverage existing IT systems through

Integration



- Integration (EAI, Web Services)
- XML as data exchange format
- Re-usage of software components & business functions

■ Ability to respond to rapid change through

Flexibility



- Web services
- Enterprise content management
- Mobile computing

Addressing Major IT Issues (2)

■ Increase productivity of systems through

Productivity



- Efficient integration within and between companies
- Web Services (based on XML)
- Enterprise Content Management

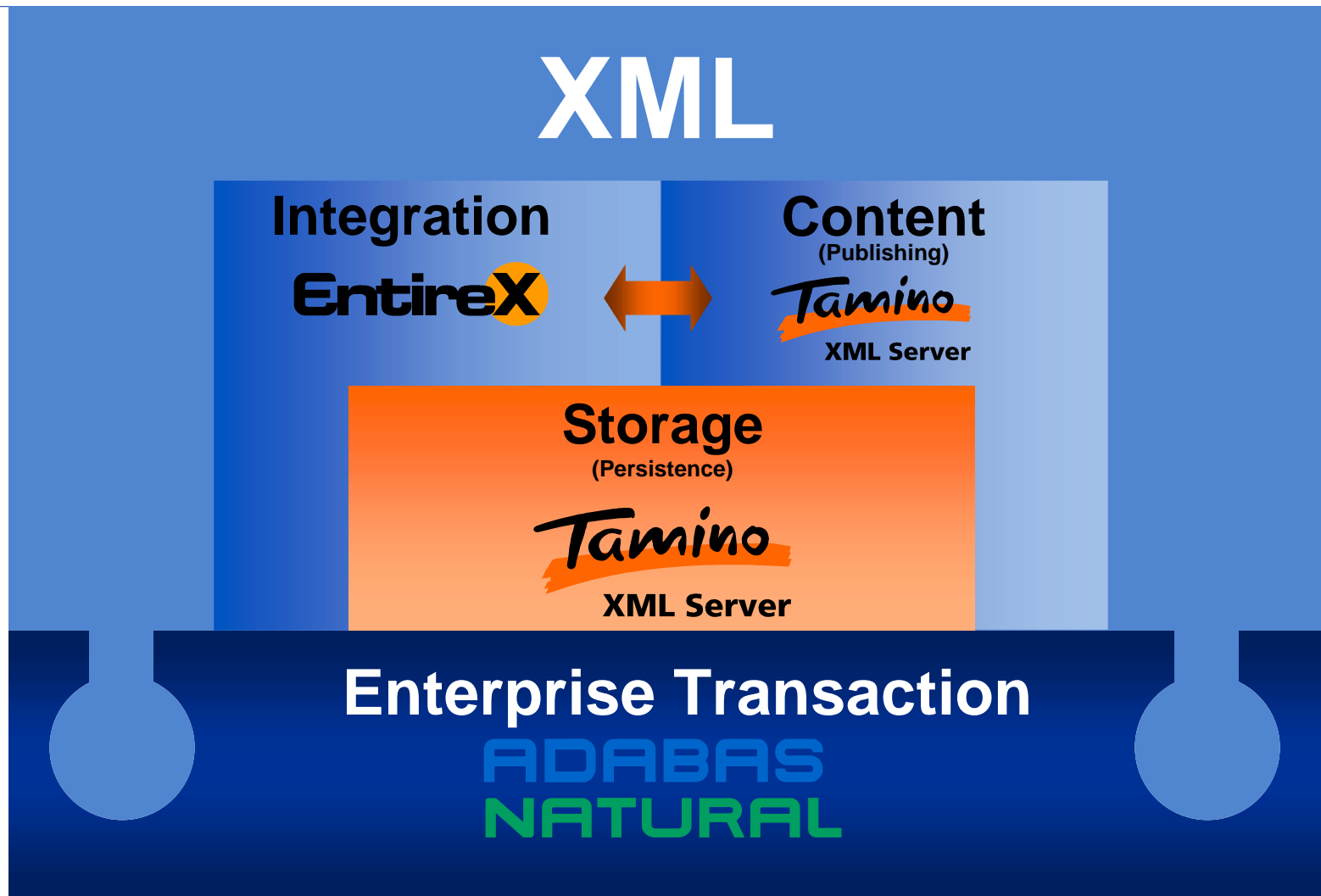
■ Standardization

Standardization

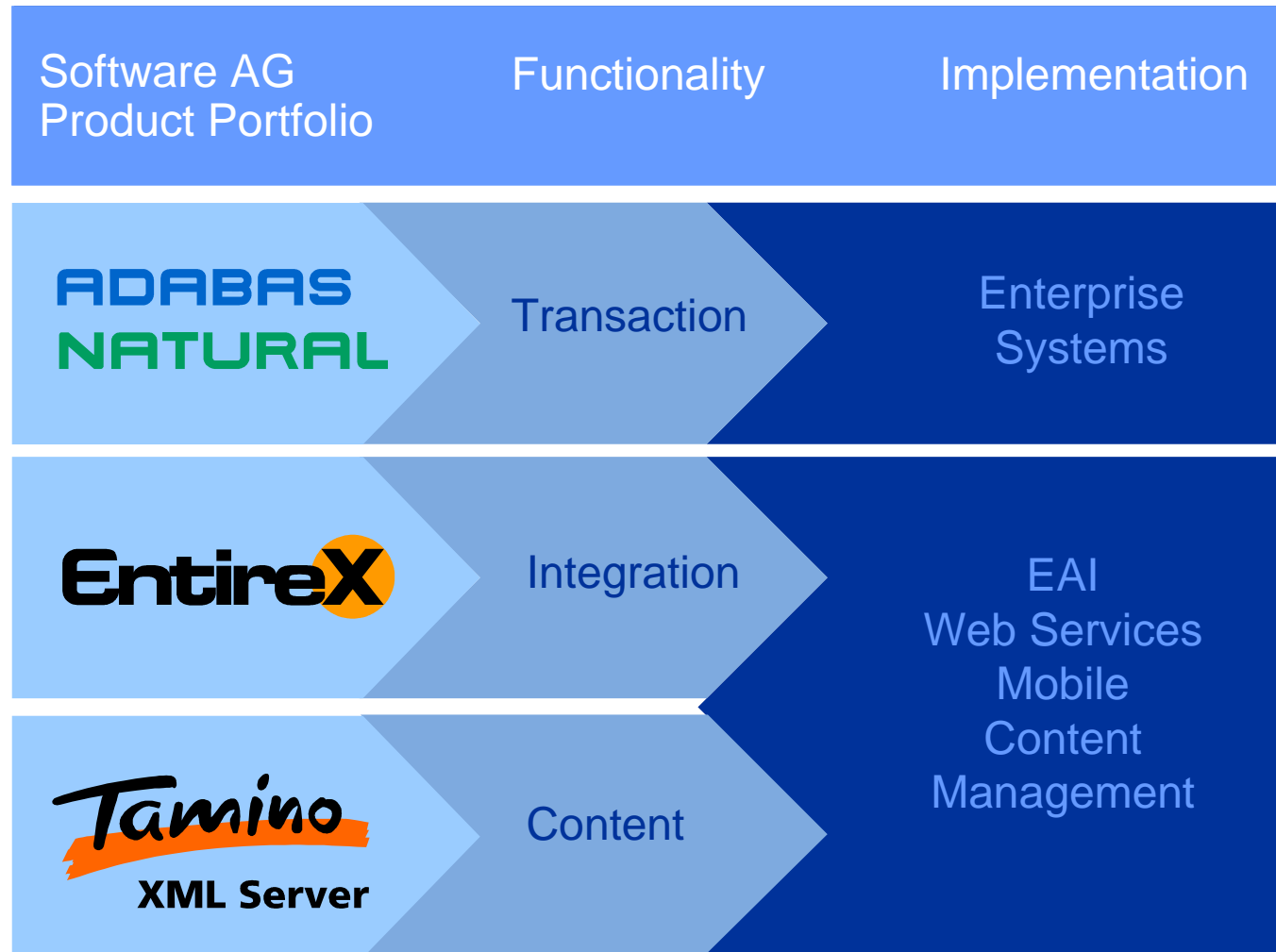


- SOAP, UDDI, WSDL ...
- XML as driver for electronic transactions

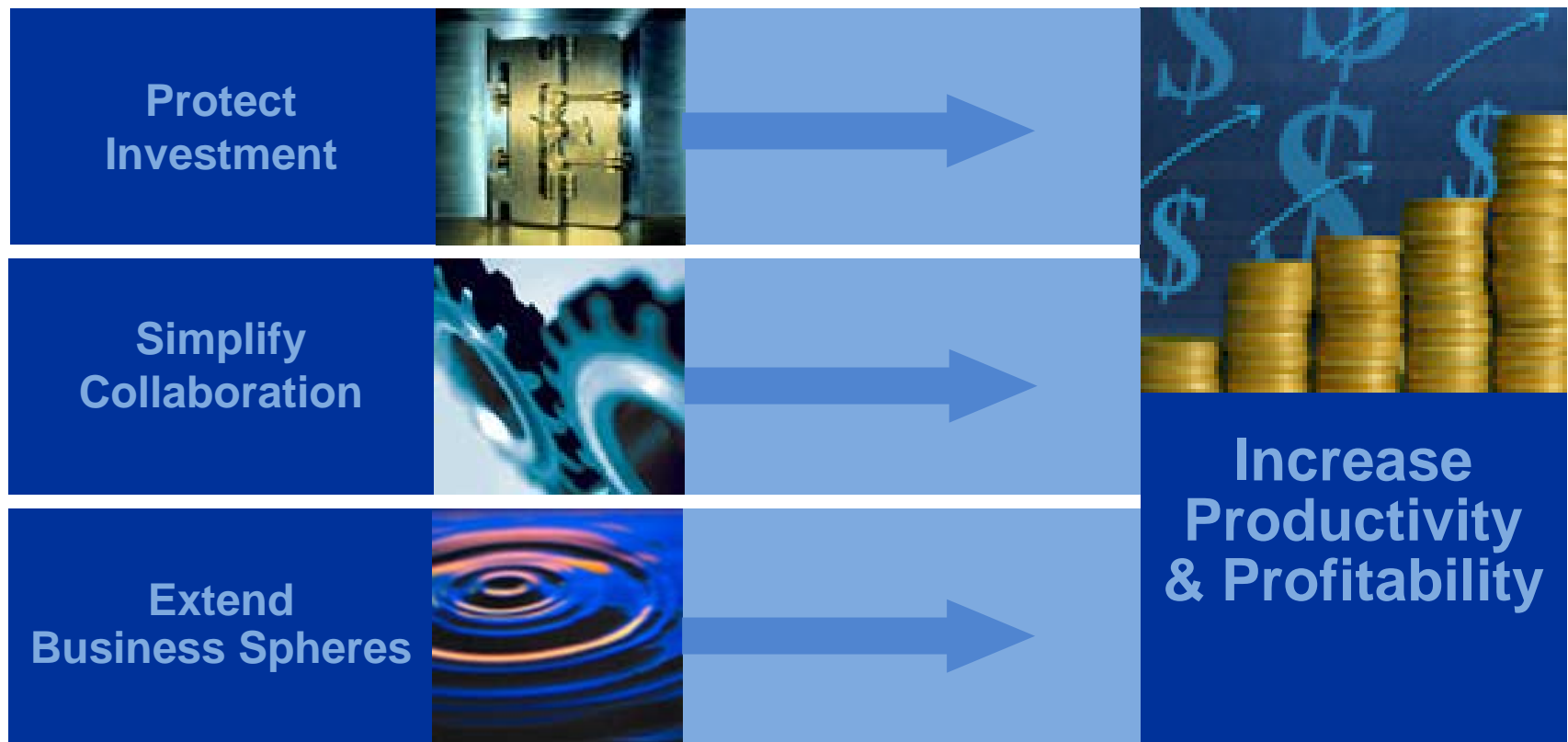
Software AG and XML



Software AG Technology Addresses Your Issues



Customer Benefits



**Software AG –
Your Reliable Partner With Cutting Edge Technology.**

