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CeBIT 2010: Software AG fait part de ses intentions pour devenir leader sur le marché du Business Process Excellence

- Software AG présente son nouveau positionnement suite à l'acquisition d'IDS Scheer.
- Le Business Process Excellence (BPE) jouera un rôle stratégique dans le cadre de l'innovation au sein de l'industrie et de l'administration publique.
- Le BPE contribuera également à un développement économique durable.
- Software AG estime que le marché du BPE sera plus important que celui des ERP.
- Software AG et IDS Scheer présenteront leur roadmap commune pour 2010/2011 lors de cet évènement.

Hanover, Germany, 03-03-2010, Software AG today announced its strategic goal of Business Process Excellence (BPE) market leadership at the world's largest IT trade show, CeBIT. The company estimates that the Business Process Excellence market will exceed the size and returns of the ERP market of the past decades. Software AG highlighted the importance of BPE software for new enterprise business models and driving innovation in industry and the public administration. The company also cited the growing demand for process intelligence in enabling ecological and sustainable economic development. Software AG sees these developments as indicators of the importance of this new market.

Demonstrating its growing technology leadership in this area, Software AG presented its first joint product roadmap since its acquisition of IDS Scheer. The integrated Business Process Excellence products will open new markets and establish process intelligence as a landmark software industry development. The acquisition of IDS Scheer will turn this technology leadership into market share leadership through the pooling of skills, both in terms of consulting and product lines. The combined company will have the required structure to address both the business and technical decision makers that increasingly, jointly evaluate strategic IT investments.

Software AG expects this new market to enable the company to double revenue and profit every five to six years and reach the size of a DAX listed company within a decade.

"The software industry is entering a new era" said Software AG CEO, Karl-Heinz Streibich. "The importance of the software industry to sustainable economic development and maintaining sustainable standards of living will increase dramatically in the coming years and decades. The vast majority of

improvements to economic efficiency and reductions of carbon dioxide emissions, in all industries, will come through software driven, intelligent business processes. And we mean to be the largest player in this market”.

The webMethods and ARIS product will be integrated as well as the portfolio in the collaboration and communities area. The two business lines, strategic consulting and SAP Consulting will together form the Enterprise Process Innovation business line. Software AG’s future brands are ARIS, webMethods, ADABAS, Natural and IDS Scheer Consulting. IDS Scheer Consulting will be an independent business division.

Software AG has been the world's largest, independent provider of infrastructure software for business processes. This included the modernization, automation and optimization of existing IT systems and processes for businesses. With the announcement of the integrated product portfolio the company is now positioned as the leading provider of Business Process Excellence software solutions.

At CeBIT 2010, Software AG's new technologies for Business Process Excellence will be presented including NaturalONE, ARISalign, ARIS Mash Zone and Communication Enabled Business Processes (CEBP).

Software AG will present its vision of the future on a joint stand with IDS Scheer. Concrete examples of how Business Process Excellence is contributing to the innovative and sustainable development of differing industries will be on display. The highlights include “reduce the carbon footprint of your service fleet”, a demonstration of how digital worlds can be intelligently connected with one another based on a real-world example. The demo application is a collaboration with TomTom WORK, the B2B business unit of TomTom.

Another highlight is a press briefing on "smart metering" and the contribution that intelligent meters bring to the efficient use of energy - as part of perhaps the largest "green IT" project in the world.

The full public and press program can be found at:

http://www.softwareag.com/ids_scheer/cebit2010/

"Please find the Photo Gallery on http://www.softwareag.com/ids_scheer/cebit2010/press/default.asp"

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À propos de Software AG

[Software AG](#) est le numéro un mondial en matière d'excellence des processus métier. Cette société à la pointe de l'innovation depuis 40 ans est à l'origine d'[Adabas](#), la première base de données transactionnelle hautes performances, [ARIS](#), la première plate-forme d'analyse des processus métier et [webMethods](#), la première plate-forme de serveur B2B et d'intégration SOA.

Software AG est la seule société au monde proposant des solutions complètes de gestion des processus métier (BPM) qui sont également les plus simples d'emploi et affichent le coût total de possession le plus faible du marché. Leaders du secteur, les marques [ARIS](#), [webMethods](#), [Adabas](#), [Natural](#) et [IDS Scheer Consulting](#) constituent un portefeuille unique pour l'élaboration d'une stratégie pour les processus, puis la conception, l'intégration et le contrôle de ces processus ; l'intégration et la gestion des données basées sur l'architecture SOA ; la mise en œuvre de SAP pilotée par processus ; et enfin les activités de service et de conseil liées aux processus stratégiques.

Software AG a réalisé un chiffre d'affaires de 847 millions d'euros en 2009 (IFRS, non vérifié) et compte plus de 6 000 collaborateurs au service de 10 000 clients du secteur public comme du privé

dans 70 pays. Grâce aux solutions logicielles et de services très complètes de Software AG, les entreprises obtiennent plus vite les résultats souhaités. Son siège se situe en Allemagne et elle est cotée à la Bourse de Francfort (TecDAX, ISIN DE 0003304002 / SOW).