

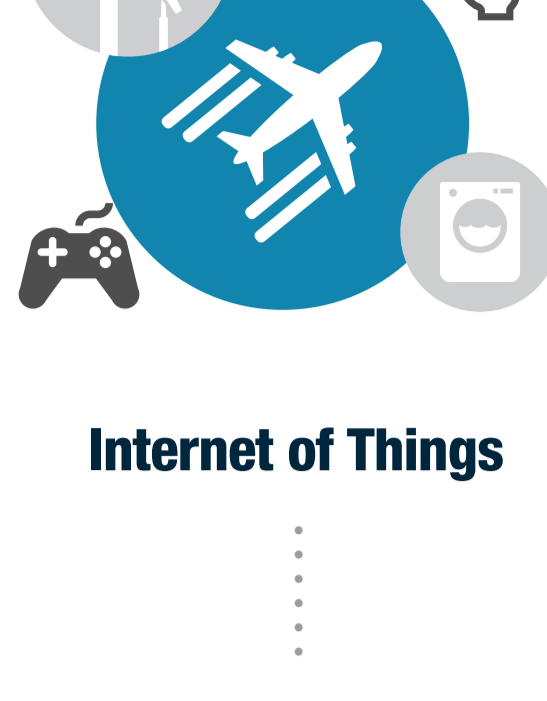
THE DIGITAL BUSINESS IS DISRUPTING

business operations like never before

DISRUPTION IS EVERYWHERE



Connected Customers



Internet of Things



Resurgence of Risk Managers

BIG CHANGE

is here due to digitization

2 BILLION

Internet users worldwide



40%

GROWTH IN DATA

generated per year 40 trillion GB by 2020

50 BILLION

CONNECTED

devices by 2020



75%

OF INTERNET

change arises from conventional industries

CHARACTERISTICS OF A

DIGITAL BUSINESS



Disrupting existing business operations



Blurring the digital and physical world



More influence of customers



"Supermaneuverable" business processes



Agility, speed, scale, responsiveness



Combining people, business and physical world

Conventional business applications are not able to meet these demands and challenges!

A new generation of business applications needed based on:

AGILITY, FLEXIBILITY and SPEED:

ADAPTIVE APPLICATIONS

THE WORLD'S FIRST



Digital Business Platform

- Service-oriented and event-driven
- Adaptive and systematic development
- High-level application services
- Visual development and native coding
- Cloud, mobile and social
- Big data and the Internet of Things
- Customization through configuration
- Accessible through APIs

Today's digital business is agile, fast and constantly changing.

Keep pace with the world's first Digital Business Platform from Software AG.

Find out more about the Digital Business Platform

