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## SOFTWARE AG AT CEBIT 2009: THE WEBCIETY MEETS BUSINESS - SOFTWARE AG ANNOUNCES THE FIRST SOCIAL BPM PLATFORM

- With AlignSpace™, Software AG is launching the largest social network for Business Process Management (BPM) professionals
- The new product will be available as a Software-as-a-Service (SaaS) offering
- The functionality includes social networking, collaborative process discovery and modeling, and a marketplace for system integrators, consultants and application developers
- Common BPM formats using industry standards allows for easy export and import

CeBIT, Hanover, Germany, March 2, 2009 - With its new product, AlignSpace™, Software AG has announced plans to create the largest social network of BPM professionals. The new product is a platform that offers collaboration between all project participants in a Business Process environment. Data, documents and services produced within this environment are made available and reusable within or across company borders. Leading social networks can also be easily plugged-in.

*"The advantage of AlignSpace is in Business to Business and Business to IT alignment. True collaboration among virtual teams of experts will lead to smooth cooperation on BPM projects across Enterprise borders"*, said Dr. Peter Kuerpick, Chief Product Officer and Member of the Executive Board, Software AG.

By launching AlignSpace, Software AG is establishing the largest cross-company, process-centric community of professionals. The new product exploits proven web-based social networking technologies and provides a platform within enterprises to drive collaboration for accelerated business process discovery, modeling and management. AlignSpace will be offered as a fully hosted, Software-as-a-Service offering. All functionality will be accessible via the browser.

**Product functionality is in four main areas:**

### Social Networking

Cutting edge social networking techniques have been applied throughout the product. Members can easily invite and connect with colleagues involved in process projects throughout their organization and beyond. Once connected, members can keep tabs on process projects and

colleagues by monitoring a tune-able event stream that highlights significant activities.

### Collaborative process design

Members of AlignSpace can interactively and collaboratively discover, document and create process models that can be exported and run within BPM engines. Once any stage of a process has been documented it can be modeled by simply dragging the stage to a process canvas. Members can simultaneously work on virtually every part of a process project.

### Universal translation of BPM models

AlignSpace allows members to import and export all popular BPM formats, so they can import a process, work on it and then export it in other popular formats for execution.

### Marketplace

Software AG supports a marketplace where members can share, or offer for sale, value added expertise and products that support individual and shared project goals. This includes a search for expertise in specific disciplines, in specific geographical regions and in specific products.

*"AlignSpace has vastly improved the design phase of new processes. Previously, collaboration involved phone calls, meetings, exchanging PowerPoint slides and Excel spreadsheets that were never synchronized for all decision-makers," said Ivo Totev, Chief Marketing Officer of Software AG. "AlignSpace now assures that a process represents a holistic view of the organization. Process improvement projects will now be faster to implement, more closely aligned with business visions, endorsed by all stakeholders and supported by the collective knowledge of the community."*

AlignSpace will be available at CeBIT as a closed beta version. More information and applications for the beta invitation are available at [www.alignspace.com](http://www.alignspace.com).

### A propos de Software AG

[Software AG](#) est le premier fournisseur mondial indépendant de [logiciels d'infrastructure métier](#). Nous permettons à nos 4 000 clients du monde entier d'obtenir rapidement des résultats en modernisant, en intégrant et en automatisant leurs processus et leurs systèmes informatiques. Cela leur donne les moyens de créer de la valeur de façon concrète et rapide et de répondre à une demande en pleine évolution. Nos solutions permettent aux entreprises de libérer et de gérer leurs données, systèmes, applications, processus et services, pour disposer d'une souplesse inégalée.

À la pointe du secteur, notre portefeuille de produits se compose de solutions pour une [gestion des données](#) hautes performances, le développement et la [modernisation des applications](#), la mise en place d'une [architecture orientée services](#) et l'amélioration des [processus métier](#). En conjuguant nos technologies à leur expertise métier et aux meilleures pratiques, nos clients gagnent en efficacité et se démarquent plus vite de la concurrence.

Forte de près de 40 années d'expérience dans le secteur des technologies de l'information à l'échelle du globe, la société Software AG compte plus de 3 600 collaborateurs au service de clients présents dans 70 pays. Son siège se situe en Allemagne et elle est cotée à la Bourse de Francfort (TecDAX, ISIN DE 0003304002 / SOW). En 2007, elle a annoncé un chiffre d'affaires de 621 millions d'euros.